

Hello, 🍌 I am
Anamoul Rouf

I'm a **UX Product Designer** with more than **7 years of working experience** building bridges between business, technology, and human.

- I've helped startups and product-driven companies to build **7+ mobile apps, 10+ web applications**, and 25+ websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.

Work History

Sr. Product Designer at **Playground Labs** From OCT 2022 to Present

Playground Labs is building the economic engines of the metaverse.

- Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually, worked for **2 platforms**.
- Develop diagrams, wireframes, visual mockups, click-through, and prototypes.
- Develop and maintain a **Design System** for all platforms and help the team to work more efficiently and consistently.

Product Design Manager at **Truck Lagbe Limited** From MAY 2021 to MAY 2022.

Truck Lagbe is the largest and pioneer in truck & pickup rental service provider.

- I led the most talented team of 5+ designers and designed functional and useable products for the current **2M+ & future billion** users through the **2 mobile apps, 1 B2B portal, 1 admin portal and 1 SAAS platform**.
- I worked collaboratively with cross-functional teams, including Tech, Business, Marketing, and other groups.
- Conceived, planned, and drove the development of high-end, our products- TL Owner App, TL Shipper App, TL Admin Panel, TL Business Portal, TL Fleet Management (PAAS).
- Designed and evaluated a centralized **Design System** and maintained consistency and continuity, **saving around 25%** of designers' and developers' **productive time**.

Sr. Product Designer at **ShareTrip Inc.** From SEP 2018 to APR 2021.

ShareTrip is the country's first and pioneer online travel aggregator (OTA).

- I have designed a functional and delightful experience through **2 mobile apps, 1 B2B portal and 1 SAAS platform** for **1.2M+ & future billion** users.
- Assembled informative insights from research and interviews. Made strategic decisions using rapid testing and design thinking approach, **improved usability by about 54%**.
- Collaborated & coordinated with CEO, CTO, engineers, and other stakeholders to define UX problems, improve user engagement, and **generate about 56% growth** in active users in 4 months.
- Created a seamless and intuitive booking experience through the platform with about **86% success rate**.
- Facilitated the design team in developing and maintaining the **design system**, implementing the design process to **increase team productivity by around 25%**.

UX Consultant (part-time) at **JoBike** From JAN 2019 to From JUN 2019.

Jobike is an on-demand bicycle-sharing service. I worked on the **Jobike user app, JoPoint App, and JoAdmin Panel**.

- I redesigned & automate the support system and enhanced the **bicycle battery efficiency by 30%**.
- I redesigned and improved the **Jo-Credit recharge process** and redefined the offline recharge process.

I've also worked for others products like - Curogram, Workd, Beatnik, Portwallet, ThemeXpert, Berger Paitns, Bengal Meet, Banglalink, G&R, Pimjo Labs.

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🔗 [Portfolio](#)

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Certifications & Education

Google UX

Google Career Certificates (Coursera) 2020 - 21

Design Thinking for Innovation

Darden School of Business (Coursera) 2020 - 21

Conducting Usability Testing

IDF 2020 - 21

Human-Centered Design

UCSan Diego (Coursera) 2019 - 20

Gamification

University of Pennsylvania (Coursera) 2020 - 21

BBS, Business Studies

National University, Bangladesh 2005 - 09

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Skills

UX Research

- User Interview
- Competitor Analysis
- Contextual Inquiry
- Persona
- Storyboarding
- Scenario
- Information architecture
- User Journey Map
- Sketches
- Wireframing
- Rapid Prototyping
- Heuristic Evaluation
- Usability Testing

[+ More](#)

UI Design

- Design System
- Hight fidelity Design
- Micro Interactions
- Design Audit
- Design Documentation
- Design Hand-off

Tools

- | | |
|------------|-----------------------|
| • Figma | • Adobe XD |
| • FigJam | • Adobe Creative Suit |
| • Balsamiq | • Zeplin |
| • Miro | • Notion |

[+ More](#)

Work Interest

- Augmented Reality (AR) • Virtual Reality (VR)
- Design for AI-Driven Tech
- User Survey Data Analysis.