

Anamoul Rouf

User-Centered Product Designer

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📍 Dhaka, Bangladesh

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Education

Gamification

University of Pennsylvania (Coursera)

2020 - 21

UX Design Fundamentals

CALARTS (Coursera)

2019 - 20

Human-Centered Design

UCSan Diego (Coursera)

2019 - 20

Introduction to UX Design

Georgia Institute of Technology
(Coursera)

2019 - 20

BBS, Business Studies

National University, Bangladesh.

2005 - 09

PG CSE (Diploma)

NYDTC (BTEB)

2007 - 08

Professional Summary

I'm a passionate, organized, and experienced design professional with **6+ years of experience**. Helped organizations and agencies to develop to achieve easy, simple, functional, intuitive, delightful, and persuasive experience for product users through the user-centric design approach.

Through data-driven insights, collaboration with the team, and user-centered design, I find the balance between complex business requirements and user needs. I've practiced visionary and goal-driven workflow style, building a collaborative and empowered research team. My passion is joining all of this together and setting teams up for success and evolving brands to do right for users.

Work History

Sr. Product Designer [ShareTrip Inc.](#)

Dhaka, Bangladesh; From SEP 2018 to Continue.

ShareTrip is the country's first and pioneer online travel aggregator (OTA). As a UX designer here my job is to achieve easy and delightful customer experience to increase the user conversion rate by 30%. Here are my accomplishments-

- Work closely with the different cross-functional teams to define the business requirements.
- Translate insights gleaned data from user research into deliverables; design low and high-level prototypes, conceptualization, wireframing, heuristic evaluations, task flows, sketches, interaction, visual design.
- Conducted in-depth user research and interviews, to get informative insights and use data to increase the conversion rate and improve the product.
- Lead the design team in developing and maintaining the design system and patterns, user-interface specifications, and several internal products.
- Conduct workshops to train in-house people to follow UX and Design Thinking methods.

Here I've experienced how to design a product and its life cycle from scratch. I've mastered digging into people's consumer minds. Acted with Feature Priority, Segmentation, Profiling, Communication and Product Test, etc.

Industry Knowledge

Gathering User Data
Interviews & Survey
Persona Creation
Comparative Analysis
Statistical Analysis
Task Flows
User Journeys
Scenarios
Site Maps
Content Inventories
Wireframes Sketches
Rapid Prototyping
Interactive Prototypes
Functional Specifications
Usability Testing
High-Fidelity Visual Design
Card Sorting
Interaction Design

Work Interest

Product Design
AR & VR Design
Design for AI-Driven Tech
Interaction Design
User Survey Data Analysis

Tools

Figma, Adobe Xd, Sketch, InVision, Balsamiq, Zeplin, Adobe Creative Suit, Adobe After Effects, Design Sprint Technique, Agile Methodologies, Wireframing Tools.

General Interest

Traveling
Reading
Gaming
Explore New Tech

UX Consultant **JoBike**

Dhaka, Bangladesh; From JAN 2019 to From JUN 2019.

Jobike is an on-demand bicycle-sharing service. As a Research and UX Consultant, my accomplishments are -

- Plan and supervise the design process of ongoing projects, conduct user interviews, end-user research, heuristic evaluations, and product testing.
- Translate insights gleaned user data to manage the workflow, wireframes, user stories, build prototypes of web-based services, and mobile-friendly applications.

I've experienced lots of great things here. How startups should be operated, why they become successful, and why they fail.

Sr. UI & UX Designer **Portonics Limited**

Dhaka, Bangladesh; From MAR 2018 to AUG 2018.

PORTONICS is a service-oriented technology consultancy institution. As a UX Designer, my roles were to research on end-user needs, project design, testing, and after launch through the total life cycle from conception to sunset. Design the entire user experience, balancing users' need (user-centered design), and business needs, create the workflow, wireframes, user stories, prototypes of web-based, mobile-friendly applications.

UI & UX Designer **Beatnik Digital**

Dhaka, Bangladesh; From MAR 2018 to AUG 2018.

Beatnik is a smart creative agency based in Dhaka, Bangladesh. As a UX Designer my roles were -

- Work closely with the different cross-functional teams to define the business requirements.
- Work closely with the different cross-functional teams to define the business requirements.

Here I've uncovered about the product cycle, project and client management, etc.

Graphic Designer **ThemeXpert**

Dhaka, Bangladesh; From FEB 2014 to JAN 2016.

ThemeXpert is a professional web development team focused on open-source Content Management System (CMS) like Joomla and WordPress. My accomplishments are: guiding a nimble and experienced design team to augment skills with design guidelines, best practices, industry trends, and design standards. Designing WordPress themes, Joomla templates, landing pages for websites.