

Hello, I am

# Anamoul Rouf

I'm a Senior **UX Product Designer** with over **8 years of experience**, specialising in designing for web3 and emerging technologies. At Playground Labs:

- I led the design of Web3 products such as **KAP Games**, **Heimdall App**, and **Kapital DAO Staking**. My role involved conducting UX research to understand user needs in this new digital frontier and designing intuitive, engaging user experiences based on those findings.
- I developed a **Design System** in Figma to ensure consistency and efficiency across all platforms, crucial in the fast-paced web3 environment. My proficiency in **Figma**, **FigJam**, and **other design tools**, combined with my passion for user-centred design, drives me to create designs that make a real difference in users' lives, especially in the innovative space of Web3.
- I'm excited to explore how AR, VR, and AI can be integrated to enhance web3 experiences, and I'm eager to bring my expertise and passion to new design challenges in this industry.

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## Leadership and Team Management:

- I've led design teams at Truck Lagbe, ShareTrip, and CES, mentoring up to 5 designers and fostering collaboration.
- At Truck Lagbe, we tackled fraud and **boosted trip completion rates** through smart design decisions.
- At ShareTrip, we **improved usability by 54%** and **grew active users by 56%** in just six months proof of my ability to drive results.

## User-Centred Design:

- I'm deeply committed to understanding user needs through **empathy and data-driven decisions**.
- I've conducted UX research and testing for large user bases, like 2 million at Truck Lagbe and 1.2 million at ShareTrip, ensuring our designs really connect.

## Design Systems Expertise:

- I've built and maintained design systems across companies like CES, Playground Labs, Truck Lagbe, and ShareTrip, **saving up to 25% of team time and keeping everything consistent**.

## Cross-Functional Collaboration:

- I'm great at working with **stakeholders**, **product managers**, **developers**, and **business teams** to align design with goals. I've teamed up with CEOs and CTOs, especially at ShareTrip, to solve UX problems and boost user engagement.

## Diverse Industry Experience:

- My work spans **logistics**, **healthcare**, **travel**, **web3**, **e-commerce** and more, showing my adaptability to tackle complex challenges across different fields.

## Continuous Learning and Innovation:

- I've earned certifications from Google, Darden School of Business, and Coursera, and I'm passionate about emerging tech like AR, VR, and AI, keeping me ready for the future of design.

## 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** UC San Diego (Coursera) (2019 - 20)
- **Gamification** University of Pennsylvania (Coursera) (2020 - 21)
- **UX Design Fundamentals** CALARTS (Coursera) (2019 - 20)
- **Google UX** Google Career Certificates (Coursera) (2020 - 21)
- **Certificate in Web Design & Development** Trivuz Academy (2013)
- **Certificate in Basic Drawing** Akantish School (2017)
- **BBS, Business Studies** National University, Bangladesh (2005 - 09)



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- ▶ [About Myself](#)

## Work History:

### Sr. Product Designer at

#### **CES (Continental Expedited Services)**

(May 2024 – Present)

I'm leading the design team at CES (Continental Expedited Services) to building a TMS system with cutting-edge technology and efficient logistics systems through North America.

### Sr. Product Designer at **Playground Labs**

(from OCT 2022 to OCT 2023)

I led the design process to building the economic engines of the metaverse and Web3 products.

### Product Designer at **Curogram**

(from APR 2022 to AUG 2022)

I worked at Curogram to building tools for medical offices and their patients to communicate.

### Product Design Manager at

#### **Truck Lagbe Limited** (from MAY 2021 to MAY 2022)

I helped the Design team to building a TMS system more user friendly and intuitive.

### Sr. Product Designer at **ShareTrip Inc.**

(from SEP 2018 to APR 2021)

I designed travel booking experience at ShareTrip as country's first and pioneer online travel aggregator (OTA).

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

To know more visit at  
<https://anamoulrouf.com/about>

## Design Skills:

- |                            |                        |
|----------------------------|------------------------|
| <b>UX Research</b>         | <b>UI Design</b>       |
| • User Interview           | • Rapid Prototyping    |
| • Competitor Analysis      | • Heuristic Evaluation |
| • Contextual Inquiry       | • Usability Testing    |
| • Persona                  |                        |
| • Storyboarding            |                        |
| • Scenario                 |                        |
| • Information architecture |                        |
| • User Journey Map         |                        |
| • Sketches                 |                        |
| • Wireframing              |                        |

## Design Tools:

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