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<https://anamoulrouf.com/portfolio/Portfolio-Anamoul-Rouf.pdf>

I'm a UX Product Designer with **8+ years of experience** delivering innovative digital solutions.

- At **Playground Labs**, I led the design of **KAP Games**, a browser-based Web3 gaming platform that redefined how games are distributed, published, and experienced. KAP Games created dynamic ecosystems where innovative projects, diverse games, and vibrant communities converged.
- I also worked on cutting-edge Web3 products like **Heimdall App**, **Voru App**, and **Kapital DAO Staking**, and even designed **Lunakin** (upcoming), a browser-based game. My work bridges emerging technologies with user-centred design to unlock the future of gaming and blockchain applications.
- I also established a **design system** to ensuring consistency across all platforms.
- I also successfully helped startups and product-driven companies launching over **8 mobile apps, 15 web apps, and 35 websites**.
- Whether it was simplifying complex workflows or crafting engaging micro-interactions, my goal was always to deliver a seamless experience that users loved.

Let's create something amazing together!

Work History

Sr. Product Designer at **Playground Labs** (from OCT 2022 to OCT 2023)

Playground Labs is building the economic engines of the metaverse and Web3 products.

- Designed Web3 and metaverse economic engines for products such as **KAP Games**, **Heimdall App**, **Kapital DAO Staking**.
- Collaborated with stakeholders and cross-functional teams to refine product vision and enhance the handoff process.
- Conducted UX research and created diagrams, wireframes, visual mockups, and interactive prototypes in FigJam and Figma. Developed and maintained a comprehensive Design System, ensuring consistency and reducing design time by 20%.

Sr. Product Designer at **Continental Expedited Services (CES)** (May 2024 – Present)

Moving freight anytime; day or night. Our key to succeeding at both is utilizing only the most cutting-edge technology and establishing the most efficient logistics systems in North America.

- Led the design team to reshape the freight-moving experience, focusing on usability and functionality. Collaborated with stakeholders and cross-functional teams to refine the product vision and streamline the handoff process.
- Conducted UX research and created diagrams, wireframes, visual mockups, and interactive prototypes using FigJam and Figma. Maintained a robust design system, ensuring consistency across CES's platforms.
- Supported CES's mission of integrating cutting-edge technology and efficient logistics systems, enabling faster and more sustainable freight solutions.

Product Design Manager at **Truck Lagbe Limited** (from MAY 2021 to MAY 2022)

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

- Led a team of 5+ designers to serve 2M+ users through mobile apps, portals, and a SaaS platform.
- Spearheaded the creation of **Shipper App**, **Driver App**, **Website**, **User Portal**, **Business Portal**, **Fleet Management**, **Admin Portal**.
- Achieved a **35% increase in trip completion rates** and **reduced fraudulent cases by 30%** through strategic design improvements.
- Enhanced team productivity by 25% by implementing and maintaining a robust Design System.

Sr. Product Designer at **ShareTrip Inc.** (from SEP 2018 to APR 2021)

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

- Designed user-centric experiences for 2 mobile apps, a B2B portal, and a SaaS platform, serving 1.2M+ users. (**ShareTrip Website**, **ShareTrip Android App**, **ShareTrip iOS App**, **ShareTrip Agent App**, **B2B Portal**, **STHotels**, **STOps**).
- Led a team of 4 designers, boosting usability by 54% and driving a 56% increase in active users within 6 months.
- Facilitated seamless booking experiences with an 86% success rate through intuitive interface designs.
- Established a Design System, increasing team productivity by 25%.

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

<div>Certifications & Education</div> <div><div>Google UX</div><div>Google Career Certificates (Coursera) (2020 - 21)</div></div> <div><div>Design Thinking for Innovation</div><div>Darden School of Business (Coursera) (2020 - 21)</div></div> <div><div>Conducting Usability Testing</div><div>IDF (2020 - 21)</div></div> <div><div>Human-Centered Design</div><div>UCSan Diego (Coursera) (2019 - 20)</div></div> <div><div>Gamification</div><div>University of Pennsylvania (Coursera) (2020 - 21)</div></div> <div><div>UX Design Fundamentals</div><div>CALARTS (Coursera) (2019 - 20)</div></div> <div><div>Google UX</div><div>Google Career Certificates (Coursera) (2020 - 21)</div></div> <div><div>Certificate in Web Design & Development</div><div>Trivuz Academy (2013)</div></div> <div><div>Certificate in Basic Drawing</div><div>Akantish School (2017)</div></div> <div><div>BBS, Business Studies</div><div>National University , Bangladesh (2005 - 09)</div></div> <div>+ More</div>	<div>Skills</div> <div><div>UX Research</div><div><div>User Interview</div><div>Competitor Analysis</div><div>Information Architecture</div><div>User Journey Map</div><div>Sketches & Wireframing</div><div>Rapid Prototyping</div><div>Heuristic Evaluation</div><div>Usability Testing</div><div>Accessibility Testing</div></div></div> <div><div>UI Design</div><div><div>Design System</div><div>High fidelity Design</div><div>Design Documentation</div><div>Design Hand-off</div></div></div> <div>+ More</div>	<div>Tools</div> <div><div>Figma</div><div>FigJam</div><div>Miro</div><div>Adobe XD</div><div>Adobe Creative Suit</div><div>Zeplin</div><div>Notion</div></div> <div>+ More</div> <div><div>Work Interest</div><div><div>Augmented Reality (AR)</div><div>Virtual Reality (VR)</div><div>Design for AI-Driven Tech</div><div>User Survey Data Analysis.</div></div></div> <div>+ More</div>
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