

Anamoul Rouf

Product Designer

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Date: January 29, 2025.

Shane Catherine Lopez,
Talent Acquisition Lead,
Maya,
Mandaluyong, Metro Manila,
Philippines.

Dear Shane,

I hope this email finds you well! I'm thrilled to apply for the Product Designer (Senior Associate) role at Maya. Your mission to empower Filipinos with bold, tech-driven financial solutions resonates deeply with me, especially as someone who thrives on crafting user-first, innovative digital products.

With over 8 years of working experience designing for platforms across iOS, Android, and web, I've led projects that bring cohesive, polished experiences to life. My time at companies like KAP Games and others sharpened my ability to create intuitive designs that balance user needs, technical constraints, and business goals. I've also worked extensively on developing and implementing design systems, ensuring seamless, scalable user journeys.

In my current and past roles, I have:

1. At Playground Labs, I worked collaboratively with a cross-functional team to shapeup our products on different platforms (**KAP Games, Heimdall App, Kapital DAO Staking**). I helped team to develop diagrams, wireframes, visual mockups, click-through, and prototypes.
2. At Truck Lagbe, I facilitated the design team in developing and maintaining the **design system**, implemented the design process, and **increased team productivity by around 25%**. Introduced the practice of iterative testing and achieved **45% usability improvement rate per iteration**.
3. At Sharetrip Inc., we have created a seamless and intuitive booking experience with around **86% success rate** throughout the platforms. And it impacts on company's revenue. I also helped the team to migrate the design components and patterns from Zeplin and Adobe XD to Figma.

What excites me most is Maya's vision of a more inclusive digital economy. I'd love the chance to bring my expertise in user-centered design and collaboration to elevate Maya's products and deliver experiences that people genuinely love and trust.

Looking forward to the opportunity to discuss how my experience can help shape the future of Maya's ecosystem.

Best regards,

Anamoul Rouf.

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