

Hello, I am

# Anamoul Rouf

I'm a Senior **UX Product Designer** with over **8 years of experience**, specialising in creating user-friendly solutions for the medical industry. At Curogram:

- A provider of HIPAA-compliant communication solutions, I helped the design team to designing the Sick Mobile App and Sick Web App. which are critical for patient engagement and communication with medical practices.
- I also contributed to the design of the Curogram Admin Portal, ensuring that medical practice staff have an efficient tool to manage their operations.
- Collaborated with cross-functional teams to developing diagrams, wireframes, visual mockups, and prototypes, and maintained a design system in Figma.

I'm excited to bring my passion and expertise to new design challenges.

## 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** UCSan 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:

### UX Research

- User Interview
- Competitor Analysis
- Contextual Inquiry
- Persona
- Storyboarding
- Scenario
- Information architecture
- User Journey Map
- Sketches
- Wireframing

### UI Design

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

## Design Tools:

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