Anamoul Rouf

I'm a **Product Designer** with more than **7 years** of working experience in building bridge between business, technology and human.

I believe in design practice that is data-informed and driven by empathy. I'm passionate finding the balance between complex business requirements and user needs, through a user-centered design process.

Work History

Product Design Manager at Truck Lagbe Limited   From MAY 2021 to Continue.

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

- I'm leading the most talented team of 5+ designers and design **functional and useable products** for the current **2M+ & future billion** users through **web and mobile** apps.
- I'm working collaboratively with a cross-functional teams including Tech, Business, Marketing, and other groups.
- **Conceive**, plan and drive the development of high-end, **useful digital products**.
- **Facilitated** the design team in developing and maintaining the **design system**, implementing the design process to increase team productivity by around 25%.
- **Designed and evaluated** a centralized **Design System**. Maintained consistency and continuity, **save around 25%** of designers' and developers' **productive time**.

Sr. Product Designer at ShareTrip Inc.   From SEP 2018 to APR 2021.

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

- I have designed functional and delightful experience through **mobile and web** apps for **1.2M+ & future billion users**.
- **Assembled** informative insights from **research** and **interviews**. Made strategic decisions using **rapidly testing** and design thinking approach, **improved usability by about 54%**.
- Collaborated & co-ordinated with CEO, engineers, and other stakeholders to define UX problems and improve user engagement and **generated about 56% growth** in active users in 4 months.
- Created seamless and intuitive **booking experience** through the platform with about **86% success rate**.

UX Consultant (part-time) at JoBike   From JAN 2019 to From JUN 2019.

Jobike is an on-demand bicycle-sharing service. Worked on **3+ web & mobile apps**.

- **Redesign** & automate the **support system** and also **enhance the bicycle battery efficiency by 30%**.
- Designed a more **improved & secured** user account **recharge process,** which helps to get positive user reviews.

UI & UX Designer at Beatnik Digital   From FEB 2016 to FEB 2018.

Beatnik is a 360 creative agency based in Dhaka, Bangladesh.

- **Successfully worked** on around **25+ web and mobile app design projects** for many renowned brands like- Banglalink, Berger Paints BD, Burger King BD, Bengal Meet, IPDC Finance, etc.
- **Convinced** the importance of User Experience and engaged the core team and stakeholders throughout the design process. **Led** kick-off meetings, interviews, design studios, and user testings.

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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

BBS, Business Studies
National University , Bangladesh   2005 - 09

+ More

Skills

- User Interview
- Competitor Analysis
- Contextual Inquiry
- Persona
- Scenario
- Storyboarding
- Information Architects
- Sketches
- Wireframing
- Heuristic Evaluation
- Usability Testing
- Think Alouds
- Rapid Prototyping
- Visual Design
- Responsive Design
- Design System
- Design Documentation
- Design Handover
- Iteration

+ More

Tools

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

+ More

Work Interest

- Augmented Reality (AR) • Virtual Reality (VR)
- Design for AI-Driven Tech
- Problem Solving by Product Design
- User Survey Data Analysis.