Hello 👋 I am
Anamoul Rouf

I'm a **UX Product Designer** with more than 8 **years of working experience** building bridges between business, technology, and human.

- I've helped startups and product-driven companies to build **7+ mobile apps, 15+ web applications**, and 25+ websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.

Work History

Sr. Product Designer at **Playground Labs** From APR 2022 to AUG 2022.
Playground Labs is building the economic engines of the metaverse.
- Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually, worked for our several platforms (KAP Games, Heimdall App, Kapital DAO Staking).
- Develop diagrams, wireframes, visual mockups, click-through, and prototypes.
- Develop and maintain a **Design System** for all platforms and help the team to work more efficiently and consistently.

Product Design Manager at **Truck Lagbe Limited** From MAY 2021 to MAY 2022.
Truck Lagbe is the largest and pioneer in truck & pickup rental service provider.
- I led the most talented team of 5+ designers and designed functional and useable products for the current **2M+ & future billion** users through the **2 mobile apps, 1 B2B portal, 1 admin portal and 1 SAAS platform**.
- I worked collaboratively with cross-functional teams, including Tech, Business, Marketing, and other groups.
- Conceived, planned, and drove the development of high-end, our products- TL Owner App, TL Shipper App, TL Admin Panel, TL Business Portal, TL Fleet Management (PAAS).
- Designed and evaluated a centralized **Design System** and maintained consistency and continuity, **saving 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 a functional and delightful experience through **2 mobile apps, 1 B2B portal and 1 SAAS platform** for **1.2M+ & future billion users**.
- Assembled informative insights from research and interviews. Made strategic decisions using rapid testing and design thinking approach, **improved usability by about 54%**.
- Collaborated & coordinated with CEO, CTO, engineers, and other stakeholders to define UX problems, improve user engagement, and **generate about 56% growth** in active users in 4 months.
- Created a seamless and intuitive booking experience through the platform with about **86% success rate**.
- Facilitated the design team in developing and maintaining the **design system**, implementing the design process to **increase team productivity by around 25%**.

UX Consultant (part-time) at **JoBike** From JAN 2019 to From JUN 2019.
Jobike is an on-demand bicycle-sharing service. I worked on the **Jobike user app, JoPoint App, and JoAdmin Panel.**
- I redesigned & automate the support system and enhanced the bicycle battery efficiency by 30%.
- I redesigned and improved the Jo-Credit recharge process and redefined the offline recharge process.

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Portfolio
anamoulrouf.com
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Certifications & Education

Google UX
Google Career Certificates (Coursera), 2020 - 21

UX Design Fundamentals
CALARTS (Coursera), 2019 - 20

Human-Centered Design
UCSan Diego (Coursera), 2019 - 20

Design Thinking for Innovation
Darden School of Business (Coursera), 2020 - 21

Conducting Usability Testing
IDF, 2020 - 21

Gamification
University of Pennsylvania (Coursera), 2020 - 21

BBS, Business Studies
National University , Bangladesh, 2005 - 09

Skills

UX Research
- User Interview
- Competitor Analysis
- Contextual Inquiry
- Persona
- Storyboarding
- Scenario
- Information architecture
- User Journey Map
- Sketches
- Wireframing
- Rapid Prototyping
- Heuristic Evaluation
- Usability Testing

UI Design
- Design System
- Hight fidelity Design
- Micro Interactions
- Design Audit
- Design Documentation
- Design Hand-off

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

Work Interest
- Augmented Reality (AR) • Virtual Reality (VR)
- Design for AI-Driven Tech
- User Survey Data Analysis.