



[anamoulrouf.bd@gmail.com](mailto:anamoulrouf.bd@gmail.com)

<https://anamoulrouf.com>

<https://www.linkedin.com/in/roufuxdesigner/>

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

User-Centric UX Product Designer with **8+ years** of experience crafting user-centric, seamless experiences for mobile apps, web applications, and websites. Proficient in Figma, FigJam, and a wide range of design tools, I excel in data-informed, empathetic design practices that balance user needs and complex business goals.

- I have successfully contributed to the launch of over **8 mobile apps, 15 web applications, and 35 websites**, helping startups and product-driven companies achieve measurable success through a user-centered design approach.
- Developed **Design Systems** across organizations, improving team productivity by an average of 25%.

Work History

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

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

- 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.

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%.

Product Designer at **Curogram** (from APR 2022 to AUG 2022)

Curogram is a communications tool for medical offices and their patients.

- Designed intuitive interfaces for the **Curogram, Sick Mobile App, Sick Web App, Curogram Admin Portal**.
- Partnered with product managers, developers, and business teams to streamline workflows and improve product usability.
- Established and maintained a **Design System** in Figma, ensuring consistent UI components across platforms.

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 &amp; Education</div> <div><p><b>Google UX</b> Google Career Certificates (Coursera) (2020 - 21)</p><p><b>Design Thinking for Innovation</b> Darden School of Business (Coursera) (2020 - 21)</p><p><b>Conducting Usability Testing</b> IDF (2020 - 21)</p><p><b>Human-Centered Design</b> UCSan Diego (Coursera) (2019 - 20)</p><p><b>Gamification</b> University of Pennsylvania (Coursera) (2020 - 21)</p><p><b>UX Design Fundamentals</b> CALARTS (Coursera) (2019 - 20)</p><p><b>Google UX</b> Google Career Certificates (Coursera) (2020 - 21)</p><p><b>Certificate in Web Design &amp; Development</b> Trivuz Academy (2013)</p><p><b>Certificate in Basic Drawing</b> Akantish School (2017)</p><p><b>BBS, Business Studies</b> National University , Bangladesh (2005 - 09)</p><p>+ More</p></div>	<div>Skills</div> <div><div>UX Research</div><ul style="list-style-type: none"><li>• User Interview</li><li>• Competitor Analysis</li><li>• Contextual Inquiry</li><li>• Information Architecture</li><li>• User Journey Map</li><li>• Sketches &amp; Wireframing</li><li>• Rapid Prototyping</li><li>• Heuristic Evaluation</li><li>• Usability Testing</li><li>• Accessibility Testing</li></ul><div>+ More</div></div> <div><div>UI Design</div><ul style="list-style-type: none"><li>• Design System</li><li>• High fidelity Design</li><li>• Design Documentation</li><li>• Design Hand-off</li></ul><div>+ More</div></div>
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