

Anamoul Rouf

Product Designer

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Date: June 13, 2025.

Hiring Manager,
Waffy App,
Jeddah, Saudi Arabia.

Dear Hiring Manager,

I'm excited to apply for the **Product Designer (UI/UX)** role at Waffy. With over **8 years of experience** building intuitive and delightful experiences across web and mobile. I'm especially excited about the opportunity at Waffy because of your focus on Arabic RTL UIs and user-centered design for Saudi users.

Here's why I think I'd be a great fit:

- **RTL & Arabic UI Experience:** I've adapted Figma layouts to both LTR and RTL flows, ensuring visual alignment and cultural considerations from typography to microcopy.
- **Design Systems & Scalability:** I've built and maintained robust design systems using Figma variables and auto-layouts, ensuring consistency across platforms.
- **UX Writing & Localization:** Crafting clear, engaging Arabic microcopy that resonates with users is a passion — from error messages to onboarding flows.
- **Developer Collaboration:** I work hand-in-hand with engineers — creating well-documented specs, clear handoffs, and reducing back-and-forth.
- **User-Centered Process:** I love weaving in user research insights, running usability tests, and iterating features based on real behavior.

I'm excited about the chance to help shape Waffy's Arabic experiences, scale your design system, and support Saudi users with empathy and clarity.

Looking forward to connecting!

Best regards,

Anamoul Rouf.

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