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 **8 mobile apps, 15 web applications**, and 35 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 OCT 2022 to OCT 2023

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.

I've also worked for others products like - Curogram, Workd, Beatnik, Portwallet, ThemeXpert, Berger Paitns, Bengal Meet, Banglalink, G&R, Pimjo Labs.

✉ anamoulrouf.bd@gmail.com

✳ Portfolio

🌐 anamoulrouf.com

in linkedin.com/in/roufuxdesigner

📞 +880 175 969 3045

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

BBS, Business Studies
National University , Bangladesh   2005 - 09

+ More

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

+ 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
- User Survey Data Analysis.