#### Hello, I am

# **Anamoul** Rouf

I'm a Senior UX Product Designer with over 8 years of experience. I've worked on a wide range of projects, from mobile apps to web applications and websites, totalling over 8 mobile apps, 15 web applications, and 35 websites. Here's what I'm known for:

- Leading design teams to achieve big wins, like reducing fraud by 30% and increasing trip completion rates by 35% at Truck Lagbe, and improving usability by 54% with a 56% growth in active users at ShareTrip.
- Developing design systems that save up to 25% of designers' and developers' time, making our work smoother and more consistent.
- · Being skilled with tools like Figma and FigJam, and finding inspiration in understanding user needs to make a real difference in their lives.
- Exploring emerging technologies like AR, VR, and AI to stay ahead in the field.

I'm excited to bring my passion and expertise to new design challenges.

# Leadership and Team Management:

- I've led design teams at Truck Lagbe, ShareTrip, and CES, mentoring up to 5 designers and fostering collaboration.
- At Truck Lagbe, we tackled fraud and boosted trip completion rates through smart design decisions.
- At ShareTrip, we improved usability by 54% and grew active users by 56% in just six months proof of my ability to drive results.

## User-Centred Design:

- I'm deeply committed to understanding user needs through empathy and data-driven decisions
- I've conducted UX research and testing for large user bases, like 2 million at Truck Lagbe and 1.2 million at ShareTrip, ensuring our designs really connect.

# Design Systems Expertise:

· I've built and maintained design systems across companies like CES, Playground Labs, Truck Lagbe, and Share Trip, saving up to 25% of team time and keeping everything consistent.

# Cross-Functional Collaboration:

• I'm great at working with stakeholders, product managers, developers, and business teams to align design with goals. I've teamed up with CEOs and CTOs, especially at ShareTrip, to solve UX problems and boost user engagement.

# Diverse Industry Experience:

 My work spans logistics, healthcare, travel, web3, e-commerce and more, showing my adaptability to tackle complex challenges across different fields.

# Continuous Learning and Innovation:

· I've earned certifications from Google, Darden School of Business, and Coursera, and I'm passionate about emerging tech like AR, VR, and Al, keeping me ready for the future of

# 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)
- UX Design Fundamentals CALARTS (Coursera) (2019 20)
- Google UX Google Career Certificates (Coursera) (2020 21)
- Certificate in Web Design & Development Trivuz Academy (2013)
- Certificate in Basic Drawing Akantish School (2017)
- BBS, Business Studies National University, Bangladesh (2005 09)



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- About Myself

#### Work History:

# Sr. Product Designer at CES (Continental Expedited Services)

(May 2024 - Present)

I'm leading the design team at CES (Continental Expedited Services) to building a TMS system with cutting-edge technology and efficient logistics systems through North America.

# Sr. Product Designer at Playground Labs

(from OCT 2022 to OCT 2023)

I led the design process to building the economic engines of the metaverse and Web3 products.

## Product Designer at Curogram

(from APR 2022 to AUG 2022)

I worked at Curogram to building tools for medical offices and their patients to communicate.

### Product Design Manager at

Truck Lagbe Limited (from MAY 2021 to MAY 2022)

I helped the Design team to building a TMS system more user friendly and intuitive.

# Sr. Product Designer at ShareTrip Inc.

(from SEP 2018 to APR 2021)

I designed travel booking experience at ShareTrip as country's first and pioneer online travel aggregator (ATO)

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

# To know more visit at https://anamoulrouf.com/about

# Design 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

· Adobe Creative Suit

## Design Tools:

- Figma
- FigJam
- Balsamiq
- Miro
- Zeplin
- - Notion

· Adobe XD