

# Anamoul Rouf

I'm a **Product Designer** with more than **7 years** of working experience in building bridges between business, technology and human.

I believe in design practice that is data-informed and driven by empathy. I'm passionate about finding the balance between complex business requirements and user needs, through a user-centered design process.

## Work History

**Product Designer** at **Curogram** From APR 2022 to Continue.

Curogram is a communications tool for medical offices.

- Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually
- 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'm leading the most talented team of 5+ designers and design **functional and useable products** for the current **2M+ & future billion** users through **mobile, web, B2B** apps.
- I'm working collaboratively with cross-functional teams including Tech, Business, Marketing, and other groups.
- Conceive**, plan and drive the development of high-end, **useful digital products**.
- Facilitated** the design team in developing and maintaining the **design system**, implementing the design process to increase team productivity by around 25%.
- Designed and evaluated** a centralized **Design System**. Maintained consistency and continuity, **saveing 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 functional and delightful experience through **mobile, web, B2C & B2B** apps. for **1.2M+ & future billion users**.
- Assembled** informative insights from **research** and **interviews**. Made strategic decisions using **rapidly testing** and design thinking approach, **improved usability by about 54%**.
- Collaborated & co-ordinated with CEO, engineers, and other stakeholders to define UX problems and improve user engagement and **generated about 56% growth** in active users in 4 months.
- Created seamless and intuitive **booking experience** through the platform with about **86% success rate**.

**UX Consultant** (part-time) at **JoBike** From JAN 2019 to From JUN 2019.

Jobike is an on-demand bicycle-sharing service. Worked on **3+ web & mobile apps**.

- Redesign** & automate the **support system** and also **enhance the bicycle battery efficiency by 30%**.
- Designed a more **improved & secured** user account **recharge process**, which helps to get positive user reviews.

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## 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

- |                          |                      |
|--------------------------|----------------------|
| • User Interview         | • Usability Testing  |
| • User Research          | • Think Alouds       |
| • Competitor Analysis    | • Rapid Prototyping  |
| • Contextual Inquiry     | • Visual Design      |
| • Persona                | • Responsive Design  |
| • Scenario               | • Design System      |
| • Storyboarding          | • Design             |
| • Information Architects | • Documentation      |
| • Sketches               | • Design Handover    |
| • Wireframing            | • Iteration          |
| • Heuristic Evaluation   | • Problem Solving    |
|                          | • Interaction Design |

+ More

## Tools

- |            |                       |
|------------|-----------------------|
| • Figma    | • Adobe XD            |
| • FigJam   | • Adobe Creative Suit |
| • Balsamiq | • Zeplin              |
| • Miro     | • Notion              |

+ More

## Work Interest

- Augmented Reality (AR) • Virtual Reality (VR)
- Design for AI-Driven Tech
- Problem Solving by Product Design
- User Survey Data Analysis.