

Hello, I am

# Anamoul Rouf

I'm a Senior **UX Product Designer** with over **8 years of experience**, specialising in the logistics industry.

- At Continental Expedited Services (CES) I'm leading the design team to create user-friendly logistics systems that focus on usability and functionality, enhancing freight movement efficiency.
- At Truck Lagbe Limited, I managed a design team that designed multiple platforms for over 2 million users, achieving a **30% reduction in fraudulent cases** and a **35% increase in trip completion rates** through strategic design decisions.
- I'm known for developing design systems that **save up to 25% of designers' and developers' time**, ensuring efficiency and consistency. Proficient in Figma and FigJam, I'm also exploring emerging technologies like artificial intelligence (AI) to drive design innovation in logistics.
- I'm passionate about user-centred design, balancing complex business needs with user satisfaction, and I'm excited to bring my expertise to new challenges in the logistics sector.

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 ShareTrip, **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 AI, keeping me ready for the future of design.

## 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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## Work History

### Sr. Product Designer at

#### Continental Expedited Services (CES)

(May 2024 - Present)

I'm leading the design team at Continental Expedited Services (CES) 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 at Playground Labs 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 a communications tool for medical offices and their patients.

### Product Design Manager at

#### Truck Lagbe Limited

(from MAY 2021 to MAY 2022)

I helped the Design team at Truck Lagbe 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 (OTA).

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>

## 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
- High fidelity Design
- Micro Interactions
- Design Audit
- Design Documentation
- Design Hand-off

## Tools

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