





Hello, I am

Anamoul Rouf

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I'm a UX Product Designer with over **8 years of experience** turning ideas into user-friendly apps, websites, and digital products. Along the way, I've:

- Successfully helped startups and product-driven companies launching over **8 mobile apps, 15 web apps, and 35 websites**.
- Passionate about **data-informed**, empathetic design that drives measurable results. Worked with cross-functional teams to create **user-centred designs**.
- Led design team to deliver impactful solutions by balancing user needs with business goals.
- I love crafting intuitive, meaningful experiences that balance user needs and business goals, always with a focus on real impact.

Let's create something meaningful together!

Work History

Sr. Product Designer at [Continental Expedited Services \(CES\)](#) (May 2024 – Present)

Moving freight anytime; day or night. Our key to succeeding at both is utilizing only the most cutting-edge technology and establishing the most efficient logistics systems in North America.

- Led the design team to reshape the freight-moving experience, focusing on usability and functionality. Collaborated with stakeholders and cross-functional teams to refine the product vision and streamline the handoff process.
- Conducted UX research and created diagrams, wireframes, visual mockups, and interactive prototypes using FigJam and Figma. Maintained a robust design system, ensuring consistency across CES's platforms.
- Supported CES's mission of integrating cutting-edge technology and efficient logistics systems, enabling faster and more sustainable freight solutions.

Sr. Product Designer at [Playground Labs](#) (from OCT 2022 to OCT 2023)

Playground Labs is building the economic engines of the metaverse and Web3 products.

- Designed Web3 and metaverse economic engines for products such as **KAP Games, Heimdall App, Kapital DAO Staking**.
- Collaborated with stakeholders and cross-functional teams to refine product vision and enhance the handoff process.
- Conducted UX research and created diagrams, wireframes, visual mockups, and interactive prototypes in FigJam and Figma. Developed and maintained a comprehensive Design System, ensuring consistency and reducing design time by 20%.

Product Designer at [Curogram](#) (from APR 2022 to AUG 2022)

Curogram is a communications tool for medical offices and their patients.

- Designed intuitive interfaces for the **Curogram, Sick Mobile App, Sick Web App, Curogram Admin Portal**.
- Partnered with product managers, developers, and business teams to streamline workflows and improve product usability.
- Established and maintained a **Design System** in Figma, ensuring consistent UI components across platforms.

Product Design Manager at [Truck Lagbe Limited](#) (from MAY 2021 to MAY 2022)

Truck Lagbe is the largest and pioneer in truck and pickup rental service provider.

- Led a team of 5+ designers to serve 2M+ users through mobile apps, portals, and a SaaS platform.
- Spearheaded the creation of **Shipper App, Driver App, Website, User Portal, Business Portal, Fleet Management, Admin Portal**.
- Achieved a **35% increase in trip completion rates** and **reduced fraudulent cases by 30%** through strategic design improvements.
- Enhanced team productivity by 25% by implementing and maintaining a robust Design System.

Sr. Product Designer at [ShareTrip Inc.](#) (from SEP 2018 to APR 2021)

ShareTrip is the country's first and pioneer online travel aggregator (OTA).

- Designed user-centric experiences for 2 mobile apps, a B2B portal, and a SaaS platform, serving 1.2M+ users. (**ShareTrip Website, ShareTrip Android App, ShareTrip iOS App, ShareTrip Agent App, B2B Portal, SHotels, STOps**).
- Led a team of 4 designers, boosting usability by 54% and driving a 56% increase in active users within 6 months.
- Facilitated seamless booking experiences with an 86% success rate through intuitive interface designs.
- Established a Design System, increasing team productivity by 25%.

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

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)
[+ More](#)

Skills

UX Research

- User Interview
- Competitor Analysis
- Information Architecture
- User Journey Map
- Sketches & Wireframing
- Rapid Prototyping
- Heuristic Evaluation
- Usability Testing
- Accessibility Testing

UI Design

- Design System
- High fidelity Design
- Design Documentation
- Design Hand-off

[+ More](#)

Tools

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

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Work Interest

- Augmented Reality (AR)
- Virtual Reality (VR)
- Design for AI-Driven Tech
- User Survey Data Analysis.

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