

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 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