

Hello, I am

Anamoul Rouf

Product Designer – UX Strategy & Problem Solving

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🌐 anamoulrouf.com

📄 [About Myself](#)

🔗 anamoulrouf.com/portfolio

🌐 linkedin.com/in/roufuxdesigner

🔗 figma.com/@uxdrout

I'm a Senior **UX Product Designer** with **over 8 years of experience**, shaping digital products in **logistics, travel, healthcare, and Web3**. Also, I'm expert in Design Systems, UX Strategy, and Problem Framing, with a proven ability to uncover root causes, align cross-functional teams, and deliver scalable solutions. I've proven track record of boosting retention, cutting delivery time, and aligning design with business goals. I'm experienced mentor and design leader, building cultures where user empathy meets measurable impact. Here's what I'm known for:

Selected Highlights:

- 🚀 Built and scaled **5+ design systems**, improving design-to-dev **efficiency by 20–25%** and ensuring consistency across multiple platforms.
- 📱 Delivered **8+ mobile apps**, **15+ web platforms**, and **35+ websites**, balancing usability with business KPIs.
- 📊 Solved usability bottlenecks that **boosted task success and retention by 50%+** through structured testing loops.
- 🔄 **Reframed complex workflows** (healthcare, logistics, travel, Web3) into intuitive user experiences adopted by millions.
- 🤝 Partnered with product & engineering leaders to align **design decisions with company OKRs**, accelerating delivery and impact.
- 🏆 **Increased trip completions by 35%** and **cut fraud by 30%** at Truck Lagbe by solving operational pain points through UX.
- 🌐 Designed products for global markets, adapting design systems and user journeys for international audiences.
- 👥 Mentored and coached junior designers, led hiring processes, and scaled design teams in high-growth startups.

Work History:

Sr. Product Designer at **CES (Continental Expedited Services)** (May 2024 – Present)

- Built CES's first enterprise-wide design system, cutting developer handoff time by 25% and unifying design across 4 logistics products.
- Led end-to-end UX strategy for enterprise operations tools, from discovery research through delivery.
- Facilitated cross-functional workshops, aligning design, product, and engineering teams around shared goals.

Sr. Product Designer at **Playground Labs** (from OCT 2022 to OCT 2023)

- Designed token dashboards and staking flows, improving onboarding flow efficiency for blockchain products.
- Established and maintained multi-product design systems, ensuring scalable UI consistency.
- Created data-driven user journeys that improved adoption and engagement.

Product Designer at **Curogram** (from APR 2022 to AUG 2022)

- Designed intuitive B2B interfaces simplifying clinician workflows and patient engagement.
- Introduced component libraries in Figma, reducing repetitive work and accelerating prototyping.

Product Design Manager at **Truck Lagbe Limited** (from MAY 2021 to MAY 2022)

- Managed a 5-member design team delivering apps and portals for 2M+ users.
- Shipper app redesign boosted trip completions by 35%; driver app updates cut fraud by 30%.
- Implemented a scalable design system, raising team output by 25%.

Sr. UI & UX Designer at **Portonics Limited** (from MAR 2018 to AUG 2018)

We worked together in building **PortWallet** as one of the leading advanced payment gateway in Bangladesh market.

Sr. Product Designer at **ShareTrip Inc.** (from SEP 2018 to APR 2021)

- Owned design of a mobile-first booking app with 1.2M+ active users.
- Embedded usability testing loops, raising task success rate by 54% and retention by 56%.
- Designed B2C, B2B, and admin platforms, guided by analytics and KPIs.

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

Education & Certifications:

- BBS in Business Studies – National University, Bangladesh
- UX Certifications (Coursera, IDF, UCSD, CalArts, UPenn, Darden): UX Research · Human-Centered Design · Gamification · Design Thinking · Usability Testing

Core Skills:

- **Leadership & Strategy:** Design roadmaps · Product strategy · Stakeholder alignment.
- **Execution: UX research** · User flows · Wireframes · Prototypes · High-fidelity UI · Micro-interactions.
- **Systems & Tools:** Design systems · Pattern libraries · Design ops · Figma · FigJam · Notion · Miro · Zeplin · Adobe XD · ChatGPT · Grok.

To know more visit at

<https://anamoulrouf.com/about>