

# Anamoul Rouf

Product Designer

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▶ [About Myself](#)

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## Hiring Manager

Factor,  
Brisbane, Queensland,  
Australia.

Dear Hiring Manager,

I'm excited to apply for the freelance UX/UI Designer role. Over the past 8+ years, I've designed and optimized eCommerce platforms, landing pages, and digital products for both product-driven companies and high-growth brands. My work always focuses on balancing strong visual identity with measurable business impact, whether that's higher conversions, smoother checkouts, or increased engagement.

I've led design for global brands like Truck Lagbe, ShareTrip, and KAP Games, along with startups scaling into 8–9 figure businesses. My process is rooted in user psychology and conversion principles, not just aesthetics. From designing structured Figma files ready for dev handoff, to optimizing for paid traffic landing pages, I've built experiences that directly support growth and revenue.

1. At Playground Labs, I worked collaboratively with a cross-functional team to shapeup our products on different platforms (**KAP Games, Heimdall App, Kapital DAO Staking, KAP DS**). I helped team to develop diagrams, wireframes, visual mockups, click-through, and prototypes.
2. At Truck Lagbe, I helped the team to design 2 B2C and 1 B2B mobile app, 1 SAAS platform, 2 Admin Portal, and 1 centralised **Design System**. I also helped team to improve and implement the design process, and increased team productivity by around 25%. Introduced the practice of iterative testing and **achieved 45% usability improvement** rate per iteration. Worked on several **B2B and B2C** products (**Shipper App, Driver App, Website, User Portal, Business Portal, Fleet Management, Admin Portal**).
3. At Sharetrip, I led the product team designing 3 B2C, 2 B2B, 1 SAAS product, 1 Admin Portal and ST Design System. We have crafted a seamless and intuitive booking experience with **86% success rate** throughout the platforms, making an impact on the company's revenue. I also worked on several B2B product solutions (**B2B Portal, STHotels, STOps**).

Factor's reputation for bold creative and performance-driven design really resonates with me. I'd love to contribute my expertise in UX/UI, Figma, and conversion-focused eCommerce design to help your clients scale profitably.

Looking forward to the possibility of working together!.

Best regards,

**Anamoul Rouf.**

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