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<https://anamoulrouf.com/portfolio/Portfolio-Anamoul-Rouf.pdf> 

I'm a UX Product Designer with **8+ years of experience** designing user-friendly digital products that solve real-world problems.

- At **Continental Expedited Services (CES)**, I led the design efforts to modernise the freight-moving experience, creating intuitive workflows and maintaining a robust design system that improved usability across platforms.
- Previously at **Truck Lagbe Limited**, I spearheaded the design of apps and portals that served over 2 million users, increasing trip completion rates by 35% and reducing fraud by 30%.
- I also 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**.
- 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.

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 **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%.

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, STHotels, 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	Skills	Tools
<p>Google UX Google Career Certificates (Coursera) (2020 - 21)</p> <p>Design Thinking for Innovation Darden School of Business (Coursera) (2020 - 21)</p> <p>Conducting Usability Testing IDF (2020 - 21)</p> <p>Human-Centered Design UCSan Diego (Coursera) (2019 - 20)</p> <p>Gamification University of Pennsylvania (Coursera) (2020 - 21)</p> <p>UX Design Fundamentals CALARTS (Coursera) (2019 - 20)</p> <p>Google UX Google Career Certificates (Coursera) (2020 - 21)</p> <p>Certificate in Web Design & Development Trivuz Academy (2013)</p> <p>Certificate in Basic Drawing Akantish School (2017)</p> <p>BBS, Business Studies National University, Bangladesh (2005 - 09)</p> <p>+ More</p>	<p>UX Research</p> <ul style="list-style-type: none">• User Interview• Competitor Analysis• Information Architecture• User Journey Map• Sketches & Wireframing• Rapid Prototyping• Heuristic Evaluation• Usability Testing• Accessibility Testing <p>UI Design</p> <ul style="list-style-type: none">• Design System• High fidelity Design• Design Documentation• Design Hand-off <p>+ More</p>	<p>Tools</p> <ul style="list-style-type: none">• Figma• FigJam• Miro• Adobe XD• Adobe Creative Suit• Zeplin• Notion <p>+ More</p> <p>Work Interest</p> <ul style="list-style-type: none">• Augmented Reality (AR)• Virtual Reality (VR)• Design for AI-Driven Tech• User Survey Data Analysis. <p>+ More</p>