W [anamoulrouf.bdpgmaiI.com](mailto:anamoulrouf.bd@gmail.com)



# I’m a UX Product Designer with more than 7 years of working experience building bridges between business, technology, and human.

I’ve helped startups and product-driven companies to build 7+ mobile apps, 10+ web applications, and 25+ websites.

* I believe in design practice that is data-informed and driven by empathy.

I’m passionate about balancing complex business requirements, and user needs through a user-centered design process.

Work History

Sr. Product Designer at [Playground Labs](https://playgroundlabs.io/) From OCT 2022 to Present Playground Labs is building the economic engines of the metaverse.

* Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually, worked for 2 platforms.

Develop diagrams, wireframes, visual mockups, click-through, and prototypes.

Develop and maintain a Design System for all platforms and help the team to work more efficiently and consistently.

Product Design Manager at [Truck Lagbe Limited](https://trucklagbe.com/) From MAY 2021 to MAY 2022. Truck Lagbe is the largest and pioneer in truck & pickup rental service provider.

I led the most talented team of 5+ designers and designed functional and useable products for the current 2M+ & future billion users through the 2 mobile apps, 1 B2B portal, 1 admin portal and 1 SAAS platform.

I worked collaboratively with cross-functional teams, including Tech, Business, Marketing, and other groups.

[Portfolio](https://anamoulrouf.com/portfolio/Portfolio-Anamoul-Rouf.pdf)

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Certifications & Education

## [Google UX](https://www.coursera.org/account/accomplishments/certificate/QUH3QGEE9D2M)

Google Career Certificates (Coursera) 2020 - 21

[Design Thinking for Innovation](https://www.coursera.org/account/accomplishments/certificate/7JVGRQ6P4GGT)

Darden School of Business (Coursera) 2020- 21

## [Conducting Usability Testing](https://www.interaction-design.org/anamoul-rouf/certificate/course/ad7b335c-c787-48d7-8e89-ed4a468c08fe)

1 DF 2020— 2/

[Human-Centered Design](https://www.coursera.org/account/accomplishments/certificate/RKP3EDDFH9KD) UCSan Diego (Coursera) 2019 - 20

## [Gamification](https://www.coursera.org/account/accomplishments/certificate/SR9D4HY9LSGD)

University of Pennsylvania (Coursera) 2020 -21

BBS, Business Studies

National University , Bangladesh 2005- 09

[+ More](https://www.linkedin.com/in/roufuxdesigner/)

Skills

Conceived, planned, and drove the development of high-end, our products- TL Owner App, TL Shipper App, TL Admin Panel, TL Business Portal, TL Fleet Management (PAAS).

UX Research DUI elsn

* User Interview • Design System

Designed and evaluated a centralized Design System and maintained consistency and continuity, saving around 25% of designers' and developers' productive time.

Sr. Product Designer at [ShareTrip Inc.](https://sharetrip.net/) From SEP 2018 to APR 2021 ShareTrip is the country's first and pioneer online travel aggregator (OTA)

* I have designed a functional and delightful experience through 2 mobile apps, 1 B2B portal and 1 SAAS platform for 1.2M+ & future billion users.

Assembled informative insights from research and interviews. Made strategic decisions using rapid testing and design thinking approach, improved usability by about 54%.

Collaborated & coordinated with CEO, CTO, engineers, and other stakeholders to define UX problems, improve user engagement, and generate about 56% growth in active users in 4 months.

* Created a seamless and intuitive booking experience through the platform with about 86% success rate.

Facilitated the design team in developing and maintaining the design system, implementing the design process to increase team productivity by around 25%.

UX Consultant (part-time) at [JoBike](https://www.jo.bike/) From JAN 2019 to From JUN 2019.

Jobike is an on-demand bicycle-sharing service. I worked on the Jobike user app, JoPoint App, and JoAdmin Panel.

I redesigned & automate the support system and enhanced the bicycle battery efficiency by 30%.

* Competitor Analysis
* Contextual Inquiry
* Persona
* Storyboarding
* Scenario
* Information architecture
* User Journey Map
* Sketches
* Wireframing
* Rapid Prototyping
* Heuristic Evaluation
* Usability Testing

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Tools

* Figma
* FigJam
* Balsamiq
* Miro

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Work Interest

* Hight fidelity Design
* Micro Interactions
* Design Audit
* Design Documentation
* Design Hand-off

° Adobe XD

° Adobe Creative Suit

° Zeplin

° Notion

* I redesigned and improved the Jo-Credit recharge process and redefined the offline recharge process.

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

* Augmented Reality (AR) • Virtual Reality (VR)

- Design for Al-Driven Tech

° User Survey Data Analysis.