| [Anamoul Rouf](https://anamoulrouf.com/)  I'm a UX Product Designer with more than 8 years of working experience building bridges between business, technology, and human.     * I've helped startups and product-driven companies to build 7+ mobile apps, 15+ 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 HistorySr. Product Designer at [PLayground Labs](https://www.playgroundlabs.io)From APR 2022 to AUG 2022.  * 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 our several platforms (KAP Games (www.kap.gg), Heimdall App, Kapital DAO Staking). * Develop diagrams, wireframes, visual mockups, click-throughs, and prototypes. * Develop and maintain a Design System for all platforms and help the team to work more efficiently and consistently.  Product Designer at [Curogram](https://curogram.com/)From APR 2022 to AUG 2022.  * Curogram is a communications tool for medical offices. * Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually; worked for **1 mobile app, 1 B2B portal and 1 admin portal**. * Develop diagrams, wireframes, visual mockups, click-throughs, 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://www.trucklagbe.com/bn/)From MAY 2021 to MAY 2022.  * Truck Lagbe is the largest and pioneer in truck & pickup rental service providers. * 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. * Conceived, planned, and drove the development of high-end products- TL Owner App, TL Shipper App, TL Admin Panel, TL Business Portal, TL Fleet Management (PAAS). * 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%.**  UI & UX Designer at [Beatnik Digital](https://beatnik.digital/)FEB 2016 - FEB 2018  * Beatnik is a 360 creative agency based in Dhaka, Bangladesh. * Successfully worked on around **25+ web and mobile app design projects** for many renowned brands like- Banglalink, Berger Paints BD, Burger King BD, Bengal Meet, IPDC Finance, etc. * **Convinced the importance of User Experience** and engaged the core team and stakeholders throughout the design process. Led kick-off meetings, interviews, design studios, and user testing. | * **+8801759693045** * [**anamoulrouf.bd@gmail.com**](mailto:anamoulrouf.bd@gmail.com) * [**anamoulrouf.com**](https://anamoulrouf.com/) * **anamoulrouf.com/portfolio** * [**linkedin.com/in/roufuxdesigner**](https://bd.linkedin.com/in/roufuxdesigner)   **Skills**  User Interview  User Research  Competitor Analysis  Contextual Inquiry  Persona  Scenario  Storyboarding  Information Architects  Sketches  Wireframing  Heuristic Evaluation  Usability Testing  Think Alouds  Rapid Prototyping  Visual Design  Responsive Design  Design System  Design Documentation  Design Handover  Iteration  Problem Solving  Interaction Design  **Tools**   * Figma * FigJam * Balsamiq * Miro * Adobe XD * Adobe Creative Suit * Zeplin * Notion   **Work Interest**   * Augmented Reality (AR) * Virtual Reality (VR) * Design for AI-Driven Tech * Problem Solving by Product Design * User Survey Data Analysis.   **Education & Certification** [Google UX; Google Career Certificates (Coursera)](https://www.coursera.org/account/accomplishments/certificate/QUH3QGEE9D2M)2020 - 21[Design Thinking for Innovation; Darden School of Business (Coursera)](https://www.coursera.org/account/accomplishments/certificate/7JVGRQ6P4GGT)  * 2020 - 21  [Conducting Usability Testing; IDF](https://www.interaction-design.org/anamoul-rouf/certificate/course/ad7b335c-c787-48d7-8e89-ed4a468c08fe)  * 2020 - 21  [Human-Centered Design; UCSan Diego (Coursera)](https://www.coursera.org/account/accomplishments/certificate/RKP3EDDFH9KD)  * 2019 - 20  [Gamification; University of Pennsylvania (Coursera)](https://www.coursera.org/account/accomplishments/certificate/SR9D4HY9LSGD)  * 2020 - 21  BBS, Business Studies; National University, Bangladesh  * 2005 - 09 |
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