



Salim Rupawala
Product Designer - London, England

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I create meaningful interfaces that enrich user interactions and empower businesses to grow.

Experience 10+ yrs

Ding Ding Duck Ltd - Director / Designer / Illustrator

Jan 2025 - Present

- Creating a consistent visual identity for Ding Ding Duck across digital and physical touchpoints (website, merchandise, social media)
- Designed and optimized ecommerce website with clear user flows for product discovery, checkout, and cause-driven messaging.
- Developed engaging digital assets (illustrations, animations, product mockups) to enhance user interaction and strengthen emotional connection with the brand.

Career Break

December 2020 - Nov 2024

European Bank for Reconstruction and Development - Senior UX UI Designer

November 2019 - November 2020 - Contract with HCL Technologies

- Ideation to launch of monitoring and transitioning investment banking features into the bank's Monarch Enterprise Solution.
- Maintaining, improving and embedding workflow within the design team for the Monarch design system.
- Assigned to a single cross-functional Scrum team in an Agile environment.
- Senior in team of 6 designers - 1 Principal, 2x Senior, 1x Researcher and 2 Juniors.

Euromoney Institutional Investor PLC - Lead UX UI Designer

August 2017 - September 2019 - Permanent

- Led UX UI across a range of projects in Banking & Finance, Specialist Information, Telecoms and Commodities sectors.
- End-to-end UX UI process on projects - research, strategy, design, testing and iteration.
- Working with cross-functional Scrum teams in an Agile environment.
- Managed work for a team of 2 - 1x UI Designer, and 1x Front-end Developer.

The University of Law - Lead UX UI Designer

September 2016 - July 2017 - Permanent

- Led UX UI across the University of Law, Debrec and Live Prospectus websites.
- Responsible for research, IA, wireframing, UI design and front-end development.
- Sole UX UI Designer in the organisation working with Digital and Print designers.

eBay Inc. - Lead UI Designer

April 2014 - July 2017 - Contract

- Led UI design for eBay and partner brands on campaigns, microsites, digital ads and conceptual products across a multitude of projects.
- Responsible for design, front-end delivery and pricing.
- Managed work for UI Designers from the partner side and 1x Front-end Developer.

Socible - Product Designer and Founder

March 2016 - July 2017 - Part-time

- Scoping, tech strategy, funding, defining MVP and legal compliance.
- End-to-end product design cycle - branding, research, product strategy, design, testing

Skills

UX

Accessibility
Ideation workshops
Information architecture
Low-fi prototyping
User flows
User journeys
User personas
Wireframing

UI

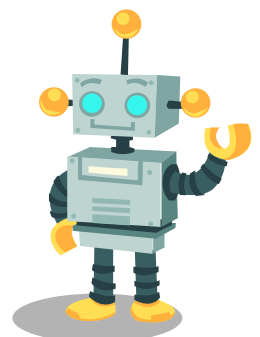
Design systems
High-fi prototyping
Interaction design
Responsiveness
User interface design

Research and Strategy

Adoption
Competitor analysis
Cost efficiency
Data analysis
Defining KPIs
Discovery
Engagement
Journey optimisation
Onboarding
Retention
Usability testing
User interviews
User surveys

Development

CSS
HTML
SASS
Javascript



and QA. Including product optimisation after apps were live.

- Managed work for a team of 3 - 1x Python Developer, 1x iOS Developer and 1x Android Developer.

Creative Genesis - Lead Digital Designer and Founder

March 2010 - September 2016 - Freelance

- Led end-to-end branding, digital design, UI design and Interaction design projects for a variety of companies ranging from start-ups, small businesses, and global brands.
- Projects varied from branding logo design, brand guidelines, email marketing, social media marketing, fundraising campaigns, microsites, CMS websites, e-commerce Magento websites, and custom web solutions such as an e-commerce website with integration for Microsoft Dynamics.
- Responsible for pitching, managing clients, pricing, timescales and delivery for the final product.
- Working as a duo of a Designer and a Full-stack Web Developer and often outsourcing to other developers for more complex solutions.

Education

UX Design Intensive General Assembly 2018

Short Term Illustration Central Saint Martins 2011

Graphic Design BA Honours Middlesex University 2010-2011 (Dropout)

Graphic Design and Multimedia Foundation Degree Barnet College 2008-2010

Art and Design BTEC First Diploma Barnet College 2008

High School Graduate at Gateway Institute of Technology, USA 2003 - 2006 (3.6 GPA)

Top 5 Achievements

1. **704% increase** in subscriber usage of analysis reports by designing a more flexible way to search and analyse over 18+ million products listed in the database of generating - Structured Retail Products fintech financial instruments platform at Euromoney.
2. **110% increase** in sales revenue from online advertising by merging media and events businesses and designing a unified website with more advertising opportunities added throughout - Capacity Media and Events at Euromoney.
3. **240% increase** in lead generation by improving the main navigation on the website - The University of Law.
4. **£100k+ saved** by designing and managing end-to-end production native iOS and Android apps - Socible friendship app (figure based on quotes given by App Development Agencies in London).
5. **Record breaking click rates and impressions** for the Gillette Style Finder campaign - eBay Inc.

Tools

Design

Adobe Creative Suite
Axure
Balsamiq
Figma
Invision
Sketch

Data and Research

Google Analytics
Google Optimise
Miro
Mouse Flow
Salesforce

Workflow

Abstract
Confluence
Jira

Development

Git
Visual Studio Code
Xcode

Let's grow ideas together

