SR
SALIM RUPAWALA
PRODUCT DESIGNER - LONDON, ENGLAND

+44 7946 336 833
hello@uxsalim.com
uxsalim.com

EMPATHY-DRIVEN VIBES TO ELEVATE YOUR KPI'S

A hands-on Product Designer, I make pixels jive, buttons behave, and flows feel fly. It's all about end-to-end, so when it comes to research, strategy, UX, UI, or just fixing that one awkward dropdown...I got you.

EXPERIENCE

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.

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 Monarch design system.

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 on projects

The University of Law - UX UI Designer
September 2016 - July 2017 - Permanent

- Responsible for research, IA, wireframing, UI design and front-end development of the University of Law and Business websites.

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.
- Project management for design, front-end delivery and pricing.

Socible App iOS and Android - 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 and QA. Including product optimisation after apps were live.

SKILLS

User Research
Product Strategy
UX Design
UX Writing
Interface Design
Interaction Design
Visual Design
Prototyping
Usability Testing
Multivariate Testing
Design Systems
Illustration
HTML
CSS
Javascript

SECTORS

Banking
E-commerce
Fintech
Social Media
Sustainability
Telcoms
B2B
B2C
Enterprise
SAAS
Web3

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.
- Worked on a variety of projects 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 Gilette Style Finder campaign - eBay Inc.

DESIGN WITH HEART, STAY HUMBLE

TOOLS

Adobe Creative Suite

Axure

Figma

Sketch

HotJar

Mouseflow

Jira

Confluence

Google Analytics

Notion

Miro

BRANDS

BMW

eBay

Google

Microsoft

HCL

Huawei

Nintendo

P&G

Hasbro

Royal Mail

Volvo

Unilever

Fastmarkets

EBRD

The University of Law...

AGENCIES

Ad2one

Bonsia

Draft FCB

PMA Marketing

Mediacom

OMD

Sapient

SMP

Vizuem

Wunderman...