Robert Salaman

I design accessible interfaces

Profile

Since the age of 12, I have been designing and developing websites. I started working professionally as a designer nine years ago for my own company - Webspinning.

During this period, I have helped many companies grow their digital presence, by creating engaging and responsive content; with a strong focus on usability.

Over the last few years, I have been concentrating more on UX/UI wireframing and prototyping, helping customers launch new products as well as assisting some more traditional businesses in their transition to a digital environment.

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Looking ahead

I am looking for a UX/ UI designer role - ideally in a creative environment at a business striving for change - where I can utilise my years of knowledge and experience. My aim is to design interfaces and products that will help many users, on a global scale, have a more enjoyable experience.

Skills

- User Centred Design
- Wireframing & Prototyping
- Design Thinking
- UX Architecture & Design
- Multi-Platform Design
- Figma & Adobe XD
- Adobe Creative Suite
- HTML, CSS & jQuery

UX Designer, Yapstone   MAY 2022 - OCT 2022

- During my time at Yapstone, I've been tasked with designing end-to-end internal and external facing projects. These include:
  - **PBL (Pay by Link)** - creating a pay by link MVP in less than a day to help onboard a new customer, before improving this product with later stages.
  - **VT (Virtual Terminal)** - creating a platform on the existing portal that allowed merchants to take payments over the phone and generate a payment link if preferred.
  - **Portal 2.0** - designing, from concept, a new portal that will potentially replace the current portal.
  - **Admin Portal** - designing a portal from scratch for the internal DevOps team to edit databases with more control, approval processes and audit trails.
  - **Disbursements** - creating a platform for the internal finance team to view pending disbursements and then approve them, also with the ability to view the released disbursements too.
  - **Reconciliation** - creating a new platform to replace T-RECS helping to assist the internal finance team with a more seamless reconciliation process.
  - UX fixes to current products that had usability issues.
- My role includes interpreting product requirement documents and stories created by the product team and turning them into fully functioning prototypes.
- I'm responsible for team collaboration when creating empathy maps, journey maps and user personas.
- I've also been tasked with presenting these new interfaces to stakeholders and other internal teams, to best create the desired product.
- The primary tool I use for creating prototypes at Yapstone is Figma; I also use FigJam to create mindmaps and capture any product requirements that were originally out of scope.

UX/ UI Designer, Breathe Technology   FEB 2022 - MAY 2022

- Designing a multi-layered prototype in Figma to show the customer's journey through a proposed online portal with multiple user types.

- Capturing client's product requirements to create user stories, wireframes and high-fidelity prototypes.
- Working alongside a third-party development team, relaying product requirements and sharing my prototypes to help bring the product to fruition.
- Designing and developing a lengthy form with an innovative jQuery scroll system (to keep usability at maximum efficiency). Also, with the ability to save and re-populate the form fields when the client returns at a later date.
- After leaving, I was asked back to do some extra consultancy work and help with some customer prototype demonstrations.

Creative Director, Webspinning   MAY 2013 - PRESENT

I was the Creative Director at Webspinning, in charge of seeing customers' digital products through UX research and design to fully adaptive websites.

- .• Using wireframing tools such as Figma and Adobe XD to create immersive and engaging prototypes and show the user's journey.
- Created online tools for sales teams to use in customer pitches - including a payment gateway demo for the Elavon sales team at US Bank.
- Applying my knowledge of UX design and CSS to create fully adaptive/ responsive websites, to ensure seamless user experience throughout a range of different devices.
- During the pandemic, in 2020, I created a user interface for small restaurants, that allowed customers to order and pay for their meals from their tables via a QR code.
- Designed and developed websites from scratch for third-party companies, helping them grow from startups into full-scale businesses.
- Produced logos, flyers, online adverts and other digital marketing products from SMEs.
- Set up and implemented CMS-based systems for SME clients to enable self-editing and maintenance.
- Using eCommerce platforms to create online shopping carts for customers.
- Producing versatile vector graphics (SVGs) to be used as marketing material and animatable digital products for online and video.
- Working with third-party copywriters to ensure high-quality content for customers' websites.

Recent Learning

- How human behaviour and psychology impact the way we should design.
- Understanding how hand movements can impact the way we use devices (Fitt's Law)
- **Team Treehouse** - to improve front-end development and UX design knowledge.
- **Linkedin Learning** - I've completed many of the Linkedin courses related to UX design

Hobbies & Interests

- **Running** - in 2021 I ran my first Marathon and helped raise over £600 for Alzheimer's Research UK.
- **Fitness** - I'm a keen gym goer and enjoy pushing myself with different routine styles.
- **Cricket** - I'm an active member at Longstanton CC and have been playing with them for close to 20 years.
- **Reading** - I enjoy reading books about self-improvement and design.