

Robert Salaman

I design applications & websites that are accessible to all



Profile

Since the age of 12, I have been designing and developing websites. I started working professionally as a website designer nine years ago for my own company, Webspinning. During this period, I have helped companies grow their online presence, by creating engaging and responsive websites. In turn, this has helped drive sales and mirror the brand's image while maintaining a focus on being user-friendly.

Contact

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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

- Vast experience in modern UX tools such as Adobe XD and Figma
- Leading a small UX team
- Front-end development: HTML, CSS and jQuery
- Adobe suite (including XD and Illustrator)
- Responsive/ adaptive website design & development
- Creating diverse branding and identity for businesses
- Versatile and animatable vector graphics (SVG)

UX Designer, Yapstone

2022 - TODAY

- During my time at Yapstone, I've been tasked with designing 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 from 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'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.

Creative Director, Webspinning

2013 - TODAY

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

- Designed and developed websites from scratch for third party companies, helping them grow from startups into full-scale businesses.

- 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.
- 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
- 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.
- 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.

Web Consultant, Breathe Technology

2022

- Creating user-flows to show customer journeys through a complex online portal with multiple account types.
- Developing a lengthy form with an innovative jQuery scroll system that can 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 demonstrations.

Recent Learning

- **Team Treehouse** - to improve front-end development and UX design knowledge.
- **Linkedin Learning** - I've recently completed many of the LinkedIn courses related to UX design
- 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)

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.