

Elvis Rimdap

Senior Product Designer

(B2B SaaS | Data-Driven UX | Remote-First)

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Languages: Native English

CORE SKILLS

Product Design & Strategy

-Discovery & opportunity identification
-End-to-end product design (0-1 and optimisation)
-Roadmap influence

Systems & Execution

-Complex B2B SaaS workflows
-Design systems & component libraries
-Information architecture & interaction design

AI-Assisted Product Design

-AI prototyping & design-to-code
-AI-assisted UX research synthesis & insight generation
-Prompt engineering for design, ideation & cross-functional alignment

KEY IMPACT

- Improved onboarding adoption to **65%** of existing users through redesign of SaaS reporting workflows (Dext)
- Increased conversion by **20%** via data-led UX optimisation and experimentation (Wingback)
- Increased engagement by **24%** through gamified product features (KFC)
- Improved task completion and retention across regulated fintech and enterprise platforms

PROFESSIONAL EXPERIENCE

Dext — Senior Product Designer

March 2025 – Present | B2B SaaS (Accounting & Financial Reporting)

- Led product discovery and end-to-end design of a government-mandated SaaS reporting product, improving onboarding adoption to 65% of existing customers
- Designed complex financial workflows balancing compliance, usability, and business constraints within a regulated environment
- Built and scaled a design system using component libraries and design tokens, improving consistency and delivery speed across teams
- Facilitated cross-functional rapid-iteration workshops using Claude Code to accelerate design exploration, stakeholder alignment, and component-based implementation, reducing time from concept to production-ready code
- Established AI governance practices and safeguarding workshops ensuring AI-generated outputs aligned with design system, accessibility, and product quality standards
- Partnered with Product and Engineering in an Agile, remote-first environment to deliver iterative product improvements

Wingback (Start-up) — Lead Product Designer (Contract)

Jan 2024 – April 2024 | Remote | E-commerce SaaS

- Led end-to-end redesign of a mobile-first luxury e-commerce platform, increasing conversion rate by 22%
- Conducted data-led discovery using Google Analytics and Hotjar to identify friction points and optimise key user journeys
- Defined scalable design patterns and reusable components to accelerate iteration in a fast-paced startup environment
- Facilitated cross-functional workshops to align stakeholders on product strategy, UX direction, and prioritisation

KFC — Senior UX/UI Designer (Contract)

Oct 2021 – Jun 2023 | Remote | Mobile App Platform

- Redesigned KFC Rewards scheme across iOS and Android, improving engagement by 10.25%
- Redesigned homescreen, navigation, and key journeys, increasing menu engagement by 22.5%
- Delivered a gamified rewards experience, increasing user engagement and loyalty participation by 24%
- Implemented continuous experimentation (A/B testing, usability testing) to optimise product performance
- Built and maintained scalable design systems aligned to WCAG accessibility standards
- Influenced product roadmap decisions through behavioural data and experimentation insights to align with business strategy, enabling successful sprint releases every 2 weeks.

Karmarama / Accenture (Deutsche Bank) — Senior UX Designer (Contract)

Apr 2021 – Nov 2022 | Remote | Fintech Platform

- Designed internal financial workflows, improving task completion and user satisfaction by 12%
- Balanced security, compliance, and usability within highly regulated banking systems
- Led design critiques and cross-functional alignment across distributed global teams
- Applied behavioural analysis and prototyping to improve efficiency of enterprise workflows

Idean / Capgemini (Boots/ Walgreens) — Product Designer (Contract)

Jan 2021 – Apr 2021 | Remote | Healthcare Platform

- Delivered discovery for internal healthcare platforms, improving staff satisfaction by 9.25%
- Conducted user interviews and stakeholder workshops with senior leadership teams
- Designed inclusive, human-centred solutions across distributed global teams
- Ensured alignment with business and regulatory requirements

Sideshow (KFC) — UX/UI Designer (Contract)

Nov 2020 – Jan 2021 | Remote

- Designed mobile and web experiences responding to rapid COVID-19 policy changes, reducing churn by 49%
- Led remote research and testing, increasing customer satisfaction by 12%
- Collaborated with a cross-functional, globally distributed Lean-Agile team by presenting design solutions and timely written communication.
- Balanced multiple projects in a fast-paced environment to release features influenced by Government policies.

Travelex — Senior UX Designer

Oct 2019 – Nov 2020 | London | Fintech SaaS

- Designed API-driven payment and migration workflows, including compliance, security and risks, to launch a migration platform improving conversion by 15%
- Created service blueprints and system-level UX solutions to shape product strategy with business goals.
- Facilitated workshops to align engineering, product, and business stakeholders on complex requirements

The Guardian — UX Designer

Apr 2017 – Apr 2019 | London

Education

De Montfort University

BA (Hons) Media Studies and Film Studies - 2nd class

Additional Skills

- Mentorship & design leadership across cross-functional teams
- Workshop facilitation (discovery, alignment, ideation, prioritisation)
- Experience across B2B SaaS, fintech, healthcare, and enterprise platforms
- Strong focus on accessibility, inclusive design, and scalable systems