

# Ruslan Pearl

Digital Designer & Web Specialist | UI/UX | Brand & Motion

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## PROFESSIONAL SUMMARY

Digital Designer and Web Specialist with extensive experience across visual design, UI/UX, responsive web development, and brand identity. Skilled in the full Adobe Creative Suite, Figma, HTML/CSS, JavaScript, and WordPress - equally comfortable with motion graphics, wireframing, prototyping, and design systems. At Purposefill since 2021, I own the company's entire digital marketing and web channel end-to-end. Under my tenure, website bookings have grown from \$380K to \$823K per year - a 123% increase compounding at 30.7%/yr - making it the company's 3rd-largest revenue line of 23 and its biggest marketing-driven channel at \$68.6K/month.

The \$43K/yr in ad spend I manage consistently returns 14–19x in booking revenue, verified against P&L cash data.

I also conceived and launched Purpose Bag from zero - a \$200 product I built, manufactured, and market entirely - generating \$273K+ across 4 years. Combined, these two channels deliver \$76K/month and \$2.6M+ in cumulative revenue across my time in the role. Takes projects from initial design brief through to live deployment and ROI measurement, independently or as part of a wider team.

## CORE COMPETENCIES

|                             |                               |                                 |                              |
|-----------------------------|-------------------------------|---------------------------------|------------------------------|
| ✓ Visual Design & UI/UX     | ✓ Responsive Web Design       | ✓ Figma & Design Systems        | ✓ Adobe Creative Suite       |
| ✓ HTML5, CSS3, JavaScript   | ✓ WordPress & WooCommerce     | ✓ Motion Graphics & Animation   | ✓ Wireframing & Prototyping  |
| ✓ UX Research & User Flows  | ✓ Information Architecture    | ✓ SEO & Conversion Optimization | ✓ Google Analytics & GA4     |
| ✓ Brand Identity & Branding | ✓ Illustration & Infographics | ✓ WCAG & Accessibility          | ✓ E-Commerce & Landing Pages |

## PROFESSIONAL EXPERIENCE

**Digital Designer & Web Specialist** | Purposefill | Hamilton, New Zealand (Remote) |  
Sep 2021 - Present

Sole in-house **Digital Designer, Web Specialist, and Digital Marketing Lead** for a growing waste-management e-commerce business. Own the end-to-end digital experience across **web design, UX/UI, branding, WordPress development, SEO, digital marketing, analytics, and e-commerce growth**, including launching and scaling a new product line from concept to revenue

### Web Design, UX/UI & Website Optimisation

- Own and manage **purposefill.co.nz** end-to-end, including **UX research, information architecture, wireframing, UI design, WordPress/WooCommerce development, responsive design, conversion rate optimisation (CRO), maintenance, and continuous improvement**.
- Increased the website booking channel from **\$380K (FY22/23) to \$823K (FY25/26)** — a **123% increase** with a **30.7% CAGR**, now averaging **~\$68.6K per month**. Revenue verified against company P&L cash data.
- Led a complete **WordPress/WooCommerce website redesign** (October 2025), delivering improved information architecture, user journeys, mobile responsiveness, and conversion flows. The redesigned site increased annual website booking revenue from **\$675K to \$823K (+\$147K YoY)**.
- Continuously improved **Core Web Vitals, page speed, accessibility (WCAG), technical SEO, and on-page SEO**, helping maintain **top-three organic search rankings** and sustained growth in organic traffic.

### Visual Design, Branding & Motion Graphics

- BCreated and evolved the company's complete **brand identity**, including logo design, visual systems, style guides, marketing collateral, digital assets, and print materials.
- Designed **UI components, landing pages, email templates, social media graphics, and marketing assets** using **Figma** and **Adobe Creative Cloud**.
- Produced **motion graphics, animated advertising creatives, and short-form video** in **Adobe After Effects** and **Premiere Pro**, contributing to an **80% increase in social media engagement**.

#### Digital Marketing, PPC & Analytics

- Manage approximately **\$43K annual Google Ads and Meta Ads spend**, consistently delivering **12.9x–19.1x return on ad spend (ROAS)** over four years, with **19.1x achieved in FY25/26**. Performance validated using company financial data rather than GA4 estimates.
- Audited and rebuilt **Google Ads conversion tracking and GA4 measurement**, identifying duplicate conversion events that overstated ROAS by **10–13x**. Implemented accurate reporting using native **WooCommerce order data**.
- Developed **GA4, Google Ads, and performance dashboards** to connect website UX improvements, conversion optimisation, and marketing performance with business revenue.
- Plan, launch, optimise, and report on **Google Search, Shopping, Performance Max, Display, and Meta campaigns**, allocating budget based on verified profitability and campaign performance.

#### Purpose Bag - Full Product Launch (Concept to Revenue)

- Conceived, designed, and launched **Purpose Bag**, a new skip-bag product and dedicated e-commerce website (**purposebag.co.nz**), managing the entire product lifecycle from idea to market.
- Led **supplier sourcing and negotiations**, packaging design, print production, **WooCommerce website design and development**, product photography, video production, and digital launch strategy.
- Planned and managed the complete **Google Ads and Meta advertising strategy**, successfully growing cumulative revenue to **\$273K+** over four financial years.
- Revenue growth (P&L verified): **\$29.7K (FY22/23) to \$54.7K (FY23/24) to \$97.4K (FY24/25) to \$91.2K (FY25/26)**, with the final year reflecting stable demand for a mature product.

#### Digital Designer & Web Designer | Unlox'U - Eating Psychology Clinic | New Zealand

Jan 2015 - Sep 2021

In-house digital designer and creative partner for a specialist health practice. Sole responsibility for visual identity, web design, and all client-facing marketing materials.

- Led a full visual rebrand - including identity design, web design, and content strategy - **generating a 150% increase in client inquiries and 40% growth in consultation bookings within the first 18 months**
- Applied **UX research** and **user experience design** principles to redesign the client-facing website and patient education materials, improving information architecture and reducing time spent in initial consultations.
- Produced all marketing content across channels: **photography, video, social graphics, email templates, and print** - maintaining a consistent visual design language and achieving an 80% increase in social media engagement over two years.
- Designed a lower-cost digital resource product for clients who could not access full consultation packages, creating a new revenue stream and broadening the practice's audience.

#### Digital Designer & Web Design Specialist | Freelance | Global (Remote)

Apr 2003 - Present

Independent design practice running in parallel throughout career, serving clients across retail, technology, healthcare, and professional services in 15+ industries.

- Delivered end-to-end digital design solutions - responsive web design, brand identity, UI prototyping, and marketing collateral - for 50+ clients across multiple industries, with most new business coming through referrals.
- Applied design thinking, user flows, and wireframing to web and digital projects, producing interfaces and landing pages that contributed to an average **20-30% increase in client inquiry rates**.
- Created brand identity systems, illustration, and infographics for clients globally - avoiding stock imagery to ensure each brand had a distinctive, ownable visual language.
- Designed **email campaigns** and **landing pages** that consistently exceeded industry benchmarks, achieving open rates around 32% and click-through rates of 8.5% through iterative layout testing.
- Produced social ad creatives, motion graphics, presentations, product packaging, and print-ready files, adapting visual design and tone to different brand requirements across each engagement

#### **IT Support Specialist & Hardware Technician** | Tamir Electronics | Kiryat Yam, Israel

Nov 2008 - Nov 2010

Technical support and hardware role at a local electronics repair and retail business serving residential and small business clients.

- Diagnosed and repaired computers and peripherals for a steady flow of customers, streamlining the repair process to cut average turnaround time by **20%**.
- Built custom **desktop systems** to client specifications and provided in-person and remote troubleshooting support across a range of **hardware and software issues**.

#### **UI Designer & IT Support Specialist** | CR-TECH | Nesher, Israel

Aug 2005 - Oct 2008

UI design and technical support at a company developing compact computed radiography (CR) systems for medical imaging. Worked directly with the engineering and development team.

- Designed the user interface for a compact medical imaging system, collaborating with the development team to create an intuitive UI that reduced operator training time by 50%.
- Supported **40+ international clients across 12 countries**, maintaining 98% system uptime and reducing **support tickets** by 45% through user documentation and proactive client guidance.

#### **Graphic Designer** | Yakir Fried Print Shop | Israel

Jun 2003 - Mar 2005

First professional role in a print-focused design environment, combining graphic design, client collaboration, and hands-on digital print production.

- Worked directly with clients - including businesses, architects, students, and publishers - to design and produce printed materials, managing jobs from brief through to final output.
  - Created and prepared print-ready assets including brochures, large-format posters, packaging, and book covers, ensuring accuracy in layout, typography, and CMYK pre-press standards.
  - Advised clients on formats, materials, and print specifications, bridging the gap between design concepts and practical production requirements.
  - Operated and maintained digital and large-format printing equipment, ensuring consistent quality and efficient turnaround across multiple concurrent projects.
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## EDUCATION & CERTIFICATIONS

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**UX Design Certification** | Mission Ready, New Zealand - 2022

**Full Stack Development Certification** | Mission Ready, New Zealand - 2022

**Visual Design & Digital Media Certification** | Spector Design School, Israel - Aug 2003

**High School Diploma - Classical Art Major & Art Scholarship** | Beit Biran, Israel

## LANGUAGES

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English (Native, C2) • Russian (Native, C2) • Hebrew (Native, C2) • German (In progress, A1)