



Raldwin Macapagal
Product Design Lead



www.raldwin.com



Personal profile

I have over 20 years of experience building, leading and developing high-performing digital and web design teams within large, multinational organisations.

I have an extensive background delivering design solutions for Fortune 500 companies across various sectors including oil & gas, banking and finance, technology, manufacturing, telecoms, pharmaceuticals, publishing, retail, travel and the public sector.

Notable leading brands that I have worked with include Shell, HSBC, Lloyds, TSB, AstraZeneca, ITV, Cisco, Honeywell, Vodafone and BT.



Contact me

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TUI Group
Luton, Bedfordshire

Digital Experience (DX) Lead - Manage My Booking
November 2023 to present

Promoted to the global Digital Experience Lead for Manage My Booking (MMB) in 2023, additionally co-managed the Customer Account design team. I am currently leading a compact, high-performing team of UX and UI designers responsible for enhancing the entire post-booking journey across all major TUI products, regions and brands.

- **Strategic design leadership:** Leading key design decisions for flagship MMB initiatives and complex 1-Web projects, including Online Check-in, ancillary revenue integrations (e.g. seat selection, luggage options, in-flight meals, room and board upgrades), cancellation and amendment flows, and secure online payments.
- **Global experience alignment:** Coordinating and collaborating with international web and mobile app teams to deliver a unified post-booking experience across Northern, Western and GAS regions.
- **Design consultancy:** Championing UX/UI best practices, accessibility compliance and design thinking principles across MMB
- **Insight-led problem solving:** Defining and improving post-booking experiences using research and insights from Qualtrics, Adobe Analytics and call-centre feedback to identify user pain points and drive measurable improvements via A/B testing.
- **Team leadership:** Recruiting, mentoring, coaching and motivating a multi-disciplinary design team, ensuring high-quality output and continuous professional growth.

TUI UK
Luton, Bedfordshire

UI Design Lead / Senior UI Designer
January 2019 to November 2023

Joined TUI as a Senior UI Designer in the Browse & Search teams, rapidly promoted and twice seconded as the UI Design & Practice Lead within 10 months.

Due to my dependability and proven track record, I was selected to work as part of a specialist 4-person UX/UI design team essential to supporting critical web and app operations throughout the Covid pandemic.

- **Design Leadership & Brand Stewardship:** Managed senior and junior UI designers across multiple product pods, regions and TUI brands.
- **Design System and Component Library:** Extended, governed and maintained an early version of the TUI Design System using atomic design principles, enabling scalable, reusable components across markets and products.
- **High-Fidelity UI:** Produced high-quality UI designs for TUI UK and its sister brands such as FirstChoice and Crystal Ski, ensuring consistency across platforms.
- **Cross-Functional Collaboration:** Worked closely with global UX teams, product owners, data analysts and scrum teams to optimise user experience and conversion.
- **Campaign & Agency Partnership:** Partnered with external agencies and TUI brand team to deliver integrated web and ATL marketing campaigns.
- **Talent & Recruitment:** Interviewed UI design candidates across multiple experience levels and contributed to team hiring decisions.



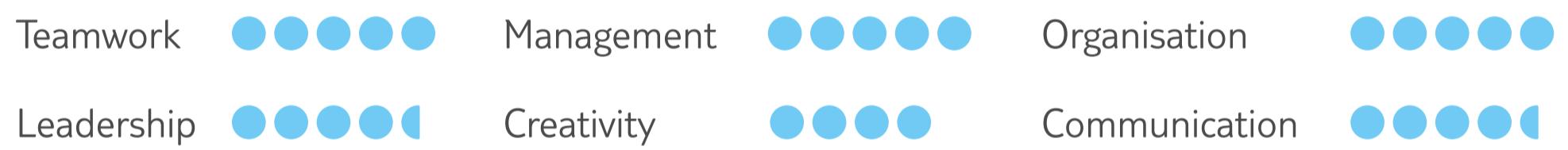
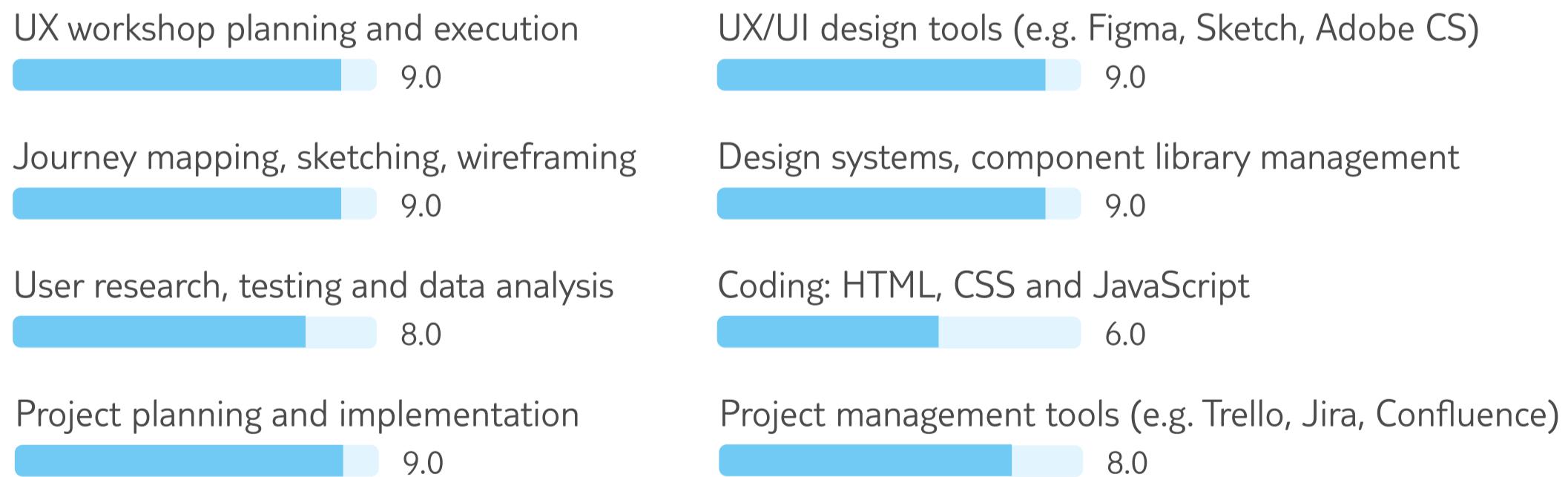
**Xerox Ltd.**
Welwyn Garden City**Digital Design Lead and Project Manager**
December 2001 to October 2018

Built and managed a highly-skilled, versatile digital design team delivering websites, applications, graphics, video content, animations, email campaigns and event platforms supporting Xerox's global products, corporate sites and diverse B2B and B2C clients.

- **UX/UI Design:** Produced concepts, user flows, wireframes, prototypes and high-fidelity UI for enterprise-level web applications and digital experiences.
- **Stakeholder alignment and management:** Collaborated with Creative Director and brand teams to ensure consistency with global design and accessibility standards.
- **Interactive experiences:** Created online product demos and interactive manuals
- **Virtual Events & Microsites:** Delivered virtual event platforms, global campaign microsites
- **Email Marketing:** Designed templates and executed personalised, data-driven campaigns.
- **E-Learning Development:** Managed and developed e-learning and training applications, and handled video editing, voice overs and post-production for Xerox products.

SCi Ltd.
Square Enix Europe
London**Web Designer/Developer/Administrator**
July 1999 to July 2000

- Redesigned and managed SCi's corporate site and official 'Carmageddon' game website
- Worked with marketing and PR teams to promote products and promotions on the website
- Explored and implemented new technologies for further development of the company's sites
- Designed and developed digital marketing collaterals and interactive CD-ROM and DVDs for promotion events and tradeshows

**Management and personal skills****Technical skills****Education****University of Huddersfield**
West Yorkshire**1st Class Honours - BA Interactive Media**
1997 - 2001

- School of Computing & Mathematics Award (Best performance on final year project)
- Andy Hill Memorial Award (Best overall performance in the final year)

International School of Choueifat
Abu Dhabi, UAE**High School Diploma**
1997 - 2001

- Advanced Placement Computer Science 'A', Advanced Placement Calculus 'AB', English Literature
- Maths 'A' and 'AS' levels, 7 GCSEs: Grades A-B