

Ludo Roupell

Senior Product Designer



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📍 London

EXPERIENCE

- **Rightmove**

Senior Product Designer

Sep 2022 - Present

I helped drive our homeowner initiative and designed the identification and instant valuation experience 0 > 1. From strategy and long-term vision I've helped drive alignment across product, engineering and senior leadership. Became Rightmove's #1 registration driver, with 0 > 1.8M identified homeowners and 0 > 7.8M tracked properties. Our team won the 2025 OKR Award internally.

Product Designer

Mar 2020 - Sep 2022

I worked across the core web search experience. Including Search results & Maps, Commercial property details and most of my time spent redesigning one of Rightmove's most visited pages, the Consumer property details.
- **Clarksons Platou (FTSE 250)**

Product Designer

Oct 2017 - Dec 2019

Digitising the shipbroking experience for the world's largest shipbroker. Streamlining their Contracts product from a 23 day process into 1 day, becoming Clarksons most profitable digital product.
- **Ludo Design**

Freelance Creative

Sep 2015 - Oct 2017

Branding, Website & App Development, Illustrator, Photographer
- **Qudini**

UX Designer

Jul 2014 - Aug 2015

Queuing solution App start-up. Small team. Everyone wearing lots of hats.
- **NE1 Hiring**

Founder

Sep 2012 - Jun 2014

Start-up founded whilst at Newcastle Uni. A website helping students find local part-time jobs. 2,000 registered

Awarded: Newcastle Entrepreneur of the year 2014

CURRENT SIDE PROJECT

Stage Fright
An AI-powered public speaking coach. Made with Claude Code & Codex.

EDUCATION

Newcastle University
2:1 Business Management & Marketing
2011 - 2014