DL

Dillon Li

Individual with 3 years of experience working within Qantas with a strong product and digital understanding looking to further apply their BA and UI/UX technical skillsets towards digitally driving change through technology. Through the diverse experiences gathered through the Qantas Graduate Program working within the main pillars of Group, Loyalty and Business Rewards it has generated a very adaptable skillset and well-versed knowledgebase within working in a digital space.

Location

308/30 Alfred St South
Milsons Point NSW 2061

Phone

0434 193 736

Email

Dillon.li@qantas.com.au

LinkedIn

linkedin.com/in/dillonli2000/

Portfolio

dillonli.myportfolio.com

Experience

March 2025 – Present
Front-End Developer (Graduate Program) | Qantas Loyalty

- As part of the Engage & Earn team within Member & Program as a Front-End Developer to broaden my skillset and better understand the complete gambit of the design process
- Have developed and pushed out the new confirmation page new members see when they join Qantas Frequent Flyer for the first time as part of a larger process to uplift the onboarding experience for greater program comprehension
- Building a refreshed onboarding engine to better engage new Frequent Flyer members to boost program education and drive earn & burn activities

September 2024 – March 2025
UI Designer (Graduate Program) | Qantas Business Rewards

- Involved in creating and developing the interface for multiple designs such as Travel Fund & Member Referrals
- Prepared and developed a high-fidelity design for Member Referrals according to the best practices and needs of the team through effective communication to ensure that stakeholders are aligned to the design and goal of the project
- Better understood the complexities when working within a B2B domain and through comparing the similarities and differences to Airline and Loyalty have a more complete understanding of the Qantas ecosystem as a whole

March 2024 – August 2024
Business Analyst (Graduate Program) | Qantas Loyalty

- Within the Member & Program Redemptions team took ownership and a self-led approach to working through multiple projects such as Entertainment Hub, Points Calculator & decommissioning Dream Planner
- Understood the processes of a Matrix style team to have a better grasp on how a multi-functional team such as the Redemptions Team operates, and therefore the Member & Program areas as a whole
- Leveraged soft skills and networking ability to generate relationships and built trust with multiple differing stakeholders to formulate a process to decommission an initiative
- Presented at multiple showcases within the Loyalty space by communicating recommendations through manipulating data and drawing out key insights

August 2023 – February 2024
UX Designer (Graduate Program) | Qantas Group

- Within the Digital Customer Connections team helped release initiatives such as Visual IVR and Activity Feed
- Synthesised data from user research and through findings help lead the design discovery process to better understand customer needs and goals

DL

- Drew conclusions from themes users mentioned in customer testing to showcase to senior stakeholders in a presentable and engaging way

August 2022 – August 2023
Junior Graphics Designer | Qantas Loyalty

- Applied stakeholder management through liaising with marketing managers and third-party clients to generate assets and design solutions for various Qantas Loyalty verticals going out to millions of members
- Identified opportunities to improve processes and systems through self-learning the creation of automation tool within creative software
- Effectively managed multiple projects at different stages across many Loyalty verticals

April 2020 – August 2023
Graphics Operator | ESL Australia

- Managed last-minute requests in situations where graphics would be displayed to potentially 20 000 live viewers
- Displayed flexibility through navigating between onsite & remote production of graphics on broadcast
- Communicated with different broadcast stakeholders to ensure the show ran as smoothly as possible

Education

March 2018 – November 2021
Bachelor of Design Computing and Advanced Studies (Major in Marketing) | The University of Sydney

Key skills and characteristics

- Skilled in presenting at showcases that derived business decisions from data
- Experienced in utilising design thinking methodologies to facilitate workshops to lead customer journey walkthroughs
- Strong understanding and experience working within teams utilizing Scrum, Kanban & continuous improvement practices
- Knowledge in Design Software (Figma, Miro)
- High level of computer literacy with multiple programs (Excel, SPSS, PowerPoint)
- Proven ability to achieve outcomes without supervision

References

- References available on request