Dillon Li

Product Designer & Business Analyst

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Ambitious career-driven individual looking for the next career chapter after a 2-year graduate program with Qantas Airways in the areas of Loyalty, Business Rewards and Airline. Specialised skills include BA, UI/UX and technical engineering skillsets, which all point towards digitally driving change through technology. Autonomous learner with experience in various agile team structures.

WORK EXPERIENCE

Front-End Developer | Qantas Loyalty - Engage & Earn Team (Apr 2025 - Sep 2025)

- Developed a multi-page Onboarding engine with the objective to drive early engagement through educating customers on earn partners & redemption opportunities

- Transformed the sign-up confirmation screen to improve the UX experience upon joining the Qantas Frequent Flyer program, encouraging initial activity within the ecosystem

- By gathering business requirements through user stories produced high-quality software engineering outcomes by delivering efficient bug fixes and maintaining clean, reliable code

UI Designer | Qantas Business Rewards (Sep 2024 - Mar 2025)

- Designed & developed the interface for the Travel Fund & Member Referrals pages within the QBR loyalty program targeting domestic SMEs

- Undertook extensive market research & stakeholder engagement to develop a high-fidelity design for the Member Referrals page

- Took ownership of uplifting the Points Activity page within QBR by updating it to a more modern design system, alongside exploring and presenting ways of improvement

Business Analyst | Qantas Loyalty - Member Redemptions (Mar 2024 - Aug 2024)

- Through stakeholder engagement and analysing business requirements, wrote and refined user stories for the developers within the team to achieve success in multiple initiatives relating to points redemption

- Took ownership over decommissioning the Dream Planner functionality prior to the Qantas website rebuild, communicating data-driven recommendations to senior stakeholders

- Lead an investigation into the inconsistencies of the Points Calculator feature and proposed solutions to promote accuracy & relevance of information communicated to Loyalty members

UX Designer | Qantas Airline - Customer Service Digitalisation (Aug 2023 - Feb 2024)

- Conducted user research & insight synthesis to guide the launch of the Visual Interactive Voice Response (Visual IVR) enquiry system on the Qantas app, an on-demand customer support system, minimising call centre enquiries, wait times and call durations

- Communicated key research findings & showcased user feedback and guided the design of the Activity Feed feature on the Qantas app, reducing call centre load by providing customers greater transparency of their claim's progress

Junior Graphics Designer | Qantas Loyalty (Aug 2022 - Aug 2023)

- Produced end-to-end small to medium creative projects across print, digital and video channels for all Qantas Loyalty businesses and commercial partners

- Consistently delivered goal standard stakeholder service & management effectively collaborating with diverse clients across all verticals to achieve optimal business outcomes

- Improved team workflow processes by developing and implementing automated asset production scripts

Graphics Operator | ESL Australia (Apr 2020 - Aug 2023)

- Developed static & motion visual assets and updated live data for competitive e-sport media broadcasts to an audience of 20,000+ live viewers across the Asia-Pacific region

- Practiced effective and concise communication with lead producer & production team to ensure timely and accurate delivery of graphics prior to and during broadcasts

SKILLS

- UI/UX design software (Figma, Miro & Askable)
- Graphic design software (Adobe Suite)
- Usability testing

- Programming languages (React, Next.js, Typescript, HTML, CSS, JavaScript)
- Microsoft & Google suite
- Data-driven analysis

- Presentation & workshop facilitation
- Develop & communicate recommendations
- Agile working methods

EDUCATION

The University of Sydney (Mar 2018 - Nov 2021)

Bachelor of Design Computing and Advanced Studies (Major in Marketing)

REFERENCES

References available on request