

# 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

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### 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
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## 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

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## SKILLS

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| • UI/UX design software (Figma, Miro & Askable) | • Programming languages (React, <a href="#">Next.js</a> , Typescript, HTML, CSS, JavaScript) | • Presentation & workshop facilitation  |
| • Graphic design software (Adobe Suite)         | • Microsoft & Google suite   | • Develop & communicate recommendations |
| • Usability testing                             | • Data-driven analysis   | • Agile working methods                 |

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## EDUCATION

### The University of Sydney (Mar 2018 - Nov 2021)

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

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## REFERENCES

References available on request