

Wai Law

DESIGNER & DEVELOPER

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PROFILE

Versatile web professional experienced in a range of disciplines, a logical thinker with a creative eye and a passion for development. Enthusiastic about new industry techniques and applying them in practice. An efficient project manager who consistently delivers high quality work to schedule.

TECHNICAL COMPETENCIES

UMBRACO CERTIFIED EXPERT RAZOR C# GIT VISUAL STUDIO HTML5 CSS3 JAVASCRIPT
JQUERY SASS WORDPRESS DEVELOPMENT CLIENT SIDE DEVELOPMENT USER EXPERIENCE
JEKYLL BOOTSTRAP UI DESIGN PHOTOSHOP CONTINUOUS INTEGRATION & DELIVERY.

OTHER SKILLS

- Problem solver and logical thinker
- Project Manager
- Supervision of a team
- Delivering high quality work involving strict deadlines
- Video Editing

EMPLOYMENT HISTORY

FRONT END DEVELOPER, LIVE HOLIDAYS LTD, **LONDON**; MAR 2016-NOV 2017
Responsible for client-side development across the brands, usable UI design and Umbraco CMS implementation. Analytical research and testing for better user experience. Project manage and take the lead on design concepts. Cross-browser testing, page speed optimisation and aiding the migration of static sites to Umbraco.

Achievement: Significant UX improvements and new functionality made to the Travel Direct UI. Migration to Umbraco CMS. Redeveloped key funnel pages for Cuba Direct UK using data research and testing to improve experience and engagement resulting in a 30% increase in year on year revenue whilst employed here. UX for Visa Cuba.

FREELANCE WEB DESIGNER, WWW.WAILAW.ME, **LONDON**; 2014-PRESENT
Specialising in the development and implementation of static sites to CMS (Umbraco, WordPress, Jekyll). Designing websites to engage users with better functionality and improved UI for editors, ensuring the best experience. Responsible for design, research, data analysis, functionality, user experience, logic, implementation, testing, maintenance and ensuring cross-browser compatibility.

Achievement: Growing my knowledge and experience of the travel industry and helping travel organisations to establish improvements for a better user experience.

FRONT END DESIGNER, COX & KINGS TRAVEL, LONDON; OCT 2010-MAR 2016

Client-side design and development of landing pages for co-marketing promotions. Responsible for digital content planning, strategy and project managing developments. Collaborating on email development. Creating new initiatives for the Cox & Kings website to continuously improve overall user experience and interaction, achieving longer visit times and lower bounce rates. Collaborated on the design of the new company website in 2014. Worked closely with the Digital Manager to decide on the most suitable presentation of UI and content of the website. Digital Production of content such as e-books and online maps. Edited and managed video content.

Achievement: Developed a strategy and workflow that streamlined the process of getting content online, resulting in, greater efficiency and increased productivity.

WEB DESIGN CONSULTANT, ACTIV WEB DESIGN, HAMPSHIRE

AUG 2007-OCT 2010

Developing websites for small businesses. Consulting on the most suitable solutions. Design, planning, wire-framing, markup and styles. Initiate ideas and project manage.

Achievement: This was a franchise model and my first time running a business. I had to sustain a flow of clients, market myself, generate leads, as well as producing solutions.

USER END TRAINER, KONICA MINOLTA BUSINESS SOLUTIONS, HAMPSHIRE

MAR 2006-MAR 2007

Providing operational training on print production systems

Training on software and drivers

Assisting the engineer with networking

Assisting with Pre-Sales advising on product types and technical solutions

Assisting with post sale technical problem solving and maintenance issues

CERTIFICATIONS

UMBRACO FUNDAMENTALS

EXTENDING THE UMBRACO BACK OFFICE

UMBRACO MVC AND VISUAL STUDIO

HIGHER EDUCATION

UNIVERSITY OF NORTHAMPTON

BA BUSINESS ADMINISTRATION & MANAGEMENT, GRADUATED 2000.

PERSONAL ACHIEVEMENT

Completed the Shine Night Walk for Cancer Research. A marathon distance walk through the streets of London, through the night. TIME: 10 HOURS.

REFERENCES

Available on request