

WAI LAW

Business-Driven Design

CONTACT PROFILE

+61 (0) 491 035 394
hello@wailaw.me
www.wailaw.me

11 Tweedie Court,
Box Hill North,
VIC 3129

TECHNICAL COMPETENCIES

Experience Design

UX Road Mapping

Rapid prototyping

Design System Solutions

Expertise in SAAS

Rapid UI Development

Data research & analysis

Content Display Strategy (IA)

Successful CMS
implementation into existing
systems and logic

Versatile design practitioner delivering enterprise grade solutions and UX involving digital transformations. A problem solver with a business minded approach and a passion for system development. Excellent knowledge of user centric design principles and building effective UI libraries. An efficient task manager who consistently delivers high quality work to schedule.

ACHIEVEMENTS

- Developed an enterprise design system alongside style guides and a global UX road map rolled out across a suite of products at Helloworld.
- Successfully helping to establish a new UI component system with human interface guidelines whilst at Jeylabs for effectively delivering UX in an agile environment.
- Redesign of the Cox & Kings consumer site with significant UX improvements, resulting in greater interaction times for both the consumer and business.
- Developed a content strategy for Cox & Kings Travel to reduce sizeable bounce rates by 22% in two months by delivering improved IA.
- Attained the status of Umbraco Certified Expert
- Successful migration of key products to a new CMS platform whilst at Live Holidays built around some complex data structures. The Cuba Direct brand is now a market leader in the niche travel sector.

EXPERIENCE

Product Designer, AOT Group & Helloworld — Jul 2018-Present

Leading end to end UX projects and overseeing the design transformation process across a suite of business systems and applications. Design and implementation of an enterprise UX Roadmap and Design Process. Delivering multiple key new products whilst simultaneously developing an enterprise design system. Facilitating key stakeholders through conveying the value of delivering design effectively to benefit the business.

Senior UI/UX Designer (Consultant), Jeylabs — Mar 2018-Jul 2018

Designing a functional, web based, dashboard product across a range of screen resolutions. Consulting on the best UI practices for multiple portals specific to the telco space. Responsibilities included solving high impact usability problems, creation of a UI component library, collaborating and facilitating design workshops and implementation.

SOFT SKILLS

Leading end to end UX projects

Solving high impact design problems

Process driven approach to tasks

Stakeholder Management

Design Presentation

Positively facilitating critical feedback

An advocate of continuous self development

UI Designer, Live Holidays, London, UK — Mar 2016-Nov 2017

Responsible for interface design across multiple brands and project lead on CMS implementation. User persona research and testing to establish solutions best suited to the audience. Project managed and took the lead on design concepts. Aided implementation and translated tasks to an off-shore development team.

EXPERIENCE CONTINUED

Web Designer, Cox & Kings, London, UK — Oct 2010-Mar 2016

Development of web pages, UX design involving CMS and the intranet. Responsible for digital content planning, strategy and task managing developments. Creating new initiatives for the Cox & Kings website to continuously improve overall user experience and interaction, achieving longer visit times and lower bounce rates. A key member on the design of the new company website in 2014. Collaboration amongst senior team members to decide on the most suitable presentation of interfaces and content architecture on the website. Digital production of content such as e-books and online maps. Also responsible for editing and managing video content.

HIGHER EDUCATION

BA Honours Business Administration & Management

University of Northampton, UK

CERTIFICATIONS

Umbraco CMS Certified Expert

Advanced understanding of the full development lifecycle of a dynamic content driven web application. Managing advanced projects and applying UX techniques specific to these solutions. Specialising in methodologies for customising and extending CMS user interfaces.

Google Analytics

Data collection and processing, configuration, use of analysis tools and techniques. Re-marketing principles.

PERSONAL ACCOMPLISHMENTS

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

REFERENCES

Available upon request