

Wai Law

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UI DESIGNER | UMBRACO CERTIFIED

PROFILE

Versatile web professional with expertise in functional design and responsive layouts, a problem solver with a creative eye and a passion for great content. Excellent knowledge of user centric design principles and building great UI. An efficient project manager who consistently delivers high quality work to schedule.

TECHNICAL COMPETENCIES

UI DESIGN INVISION SKETCH PHOTOSHOP UMBRACO CERTIFIED EXPERT HTML5 CSS3 JQUERY
USER EXPERIENCE FRONT END DEVELOPMENT BOOTSTRAP FOUNDATION WORDPRESS ADOBE
PREMIERE FINAL CUT PRO MOTION.

OTHER SKILLS

- Google Analytics
- Email Design and Development
- Extensive knowledge of the latest trends and technologies
- Workflow creation
- Collaboration with stakeholders and clients

EMPLOYMENT HISTORY

FREELANCE WEB UI DESIGNER, WWW.WAILAW.ME, **MELBOURNE**; 2014-PRESENT
Specialising in the development and implementation of static sites to CMS (Umbraco, WordPress, Jekyll). Developing functional web and dashboard interfaces for engaging experiences. Currently consulting at JeyLabs, a digital transformation specialist working on a high-level NDA telco project. Responsibilities include solving interface problems, consulting on the best solutions, dashboard interface design for OSS and BSS.

Achievement: Growing my UX and product development skills. Consistently achieving desired results for enterprises, helping improve conversions with engaging interfaces.

WEB & DIGITAL DESIGNER, LIVE HOLIDAYS LTD, **LONDON**; MAR 2016-NOV 2017
Responsible for front-end design across the brands, usable UI design and Umbraco CMS implementation. Analytical research and testing for improving user experience. Project manage and took the lead on design concepts. Cross-browser testing, page speed optimisation and aiding the migration of static sites to CMS.

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.

DIGITAL DESIGNER, COX & KINGS TRAVEL, LONDON; OCT 2010-MAR 2016
Web page 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 on 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