

WAI LAW

Design For The Dynamic
Content-Driven World

CONTACT PROFILE

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TECHNICAL COMPETENCIES

Experience Design

UX Road Mapping

Rapid prototyping with
proficient use of Sketch,
InVision, Balsamiq

UX related to CMS

SAAS Design

Rapid UI Development
involving CSS frameworks

Data research & analysis

Content Display Strategy (IA)

Successful CMS
implementation into existing
systems

Versatile digital practitioner with expertise in functional design and UI/UX for dynamic content applications, a problem solver with a creative eye and a passion for delivering great content. Excellent knowledge of user centric design principles and building effective UI. An efficient task manager who consistently delivers high quality work to schedule.

ACHIEVEMENTS

- Developed an enterprise design process with style guide and global UX road map rolled out across a suite of services at Helloworld.
- Successfully helping to establish a design system with human interface guidelines whilst at Jeylabs for effectively delivering UX in an agile environment.
- Redesign of the Cox & Kings retail 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 brand products to CMS whilst at Live Holidays including the redesign of key funnel pages through the use of data research and user testing. Cuba Direct UK is now a market leader in the niche travel sector.

EXPERIENCE

Project Lead, Designer, AOT Group & Helloworld — Jul 2018-Present

Leading end to end UX projects and overseeing the design transformation process across a suite of products, services and applications. Design and implementation of an enterprise UX Roadmap and Design Process.

Delivering multiple key new products whilst simultaneously developing an global style guide for development. Facilitating key stakeholders through conveying value to the business in all design concepts.

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

Designing functional, web based, dashboard style interfaces 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 problems, advising on the best experience design, 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 all multiple brands and 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 for CMS and the intranet. Responsible for digital content planning, strategy and task 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. A key member on the design of the new company website in 2014. Worked closely with the Digital Manager to decide on the most suitable presentation of interfaces and content 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 Certified Expert

Advanced understanding of the full development lifecycle of an Umbraco website, I manage advanced projects and apply UX techniques specific to dynamic content-driven applications. Also includes specialisations such as customising and extending the Umbraco dashboard UI.

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