

Wai Law

UMBRACO CERTIFIED EXPERT

T: +44(0)7765 037386 E: HELLO@WAILAW.ME W: WAILAW.ME
A: FLAT 2, 9 WINTHORPE ROAD, LONDON, SW15 2LW

PROFILE

Creative professional experienced in a range of web disciplines with an eye for design 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 DEVELOPMENT CUSTOMISING AND EXTENDING UMBRACO BACK-OFFICE RAZOR C#
GIT VISUAL STUDIO HTML5 CSS3 JAVASCRIPT JQUERY SASS WORDPRESS DEVELOPMENT
CLIENT SIDE DEVELOPMENT PHOTOSHOP USER EXPERIENCE PROJECT MANAGEMENT EMAIL
DEVELOPMENT JEKYLL STATIC SITE GENERATOR MARKDOWN, BOOTSTRAP, VIDEO EDITING UI.

OTHER SKILLS

- Web design for marketing and better engagement
- Supervising a team
- Collaboration with directors, product managers, design and development teams
- Delivering high quality work to strict deadlines
- Problem solver and logical thinker

EMPLOYMENT HISTORY

FRONT END DEVELOPER, LIVE HOLIDAYS LTD, LONDON; MAR 2016-PRESENT

A focus on client-side development, usable UI design and Umbraco CMS implementation. Continued research and testing for better user experience. I project manage and take the lead on design concepts. Cross-browser testing, page speed and aiding the migration of static sites to Umbraco CMS.

Achievement: Redesigned and developed the front end for Travel Direct for migration to Umbraco CMS. Redesigned key funnel pages for Cuba Direct UK using data research and testing to improve user experience and engagement resulting in a 30% increase in year on year revenue whilst employed here.

FREELANCE WEB DESIGNER, WWW.WAILAW.ME, LONDON; 2014-PRESENT

Specialising in the development and implementation of static sites to CMS (Umbraco, WordPress, Jekyll). I can help your website to engage your users with better functionality and improved UI for your editors ensuring the best experience. Responsible for design, research, data analysis, functionality, user experience, logic, implementation, testing, maintenance and ensuring cross-browser compatibility.

Achievement: Developed a redesign service for better engagement on existing websites and a productised build solution for new businesses to get online fast.

FRONT END DESIGNER, COX & KINGS TRAVEL, LONDON;

OCT 2010-MAR 2016

Client-side design and creation of landing pages for co-marketing promotions. Also responsible for content planning and 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. Worked on the development of the new company website in 2014. Collaborate with the Digital Manager to decide on the most suitable presentation of content in specific sections of the website. Production of digital content such as e-books and online maps. Edit and manage 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

Building 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 websites.

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 2000, 2:2.

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