

# WAI LAW

DESIGN FOR THE DYNAMIC  
CONTENT-DRIVEN WORLD

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27 Ross Street,  
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## KEY SKILLS

Experience Design

UI/UX techniques for  
CMS

Rapid prototyping with  
proficient use of Sketch,  
InVision, Balsamiq

Umbraco Certified  
Expert

Web Design

Front End Development

Data research & analysis

Digital Production

Content Strategy

## PROFILE

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

- Redesign of the Cox & Kings website with significant UX improvements resulting in greater interaction times for both the consumer side and CMS.
- Developed an engagement content strategy for Cox & Kings Travel to reduce sizeable bounce rates by 22% in two months.
- Successful migration of Live Holidays brand websites to Umbraco CMS which included the redesigned 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.
- Sole owner of franchise web consultancy business successfully building a flow of repeat clients and producing tailored web solutions for SMEs.
- Completed the Shine Night Walk for Cancer Research. A marathon distance walk through the streets of London, through the night in 10 hours.

## EXPERIENCE

Senior UI Engineer (Contract), Jeylabs, Melbourne — Mar 2018-Present

Designing functional, web based, dashboard style interfaces across a range of screen resolutions. Consulting on the best UI principles for multiple portals within the telco space. Responsibilities include solving interface problems, advising the best experience solutions, interface design for OSS and BSS.

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

Responsible for front-end design across all brands, engaging web UI design and Umbraco CMS implementation. User persona research and testing to establish solutions best suited to our audience. Project managed and took the lead on design concepts. Aided implementation and translated tasks to an off-shore development team.

## MULTIMEDIA SKILLS

EDM Development

Video, storyboarding,  
editing and strategy

Digital Design

Print design

## EXPERIENCE CONTINUED

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

Creation of web landing pages, UI design for CMS and 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.

Web Design Consultant, Activ Web Design — Aug 2007-Oct 2010

This was a franchise model. A consultancy advising SMEs on the most suitable web solutions for their business and advising on digital marketing techniques for promoting their businesses online.

## 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/UI techniques specific to dynamic content-driven applications. Also includes developer specialisations such as extending the Umbraco back office allowing for UI customisation.

Google Analytics

Data collection and processing, configuration, use of analysis tools and techniques. Remarketing principles.

## REFERENCES

Available upon request