

PROFILE

Versatile design practitioner delivering enterprise grade, UX solutions involving digital transformations. An adaptable, problem solver with a methodical approach and a passion for system development. Continuous practice of human-centred design and building effective user experience strategies around an organisation's goals. An efficient task manager who consistently delivers high quality and considered outcomes on strict schedules.

AREAS OF EXPERTISE

UX Leadership · Coaching teams to create value through evidence-led design and employing tactics that proactively create seamless relationships between user and machine with the flexibility to adopt a LEAN or classic UX approach. An advocate of rapid user research methods to enable the remedy of problems with greater velocity.

Integration Initiatives · Creating intuitive, effective and accessible solutions to ensure that all platforms align with the user experience strategy, the information architecture, your values and guiding principles.

Design Quality Assurance · Systematically managing your UX and UI. I can help you design and manage your design assets and artefacts to produce a set of guidelines for consistently maintaining and scaling your digital products.

RELATED ASSIGNMENTS

UX UI Design Lead · City Of Boroondara · Camberwell, VIC

Feb 2021-Current (2 year Tenure)

Leading the design process through impactful problem solving, adopting an evidence-led, customer centric approach. Providing value by ensuring the best experience outcomes across all digital products and services, internally and externally.

- Developed a LEAN UX strategy for facilitating the implementation of design delivery with greater efficiencies.

- Established a UX design practice within a multidisciplinary department and defined a process to grow and improve the level of UX design maturity.

- Developed and evolved a design system for managing design quality assurance, visual consistency and scalability. Ensuring the best experience across multiple, integration projects.

RELATED ASSIGNMENTS CONTINUED

UX Consultant · Forex Worldwide · Melbourne, VIC

Nov 2020-Feb 2021 (Short-Term Contract)

Responsible for delivering a consistent experience for a white-label, forex platform.

Discovery into understanding the usability of digital wallets without compromising on security.

Delivered a UI toolkit to aid rapid-prototyping and validate designs faster.

Provided insights to enhance the customer experience improving their overall conversion metrics and obtaining a larger audience pool.

Senior UX UI Designer · Helloworld Ltd · Melbourne, VIC

Jul 2018-Feb 2021 (Contract)

Autonomously leading end to end experience projects and overseeing the design transformation process across a suite of systems and applications.

Understanding what a great travel digital experience looks like to the customer and delivering a booking system to facilitate this.

Established an enterprise design system for managing quality assurance and producing a unified, component based interface across all products.

Collaborating with engineers to integrate all phases of UX and the UI into a working product ensuring consistency across all platforms.

Senior UX UI Designer · Jeylabs · Melbourne, VIC

Mar-Jul 2018 (Contract)

A big data related, multi-million dollar, NDA project in the Telco space. I was part of an agile team of consultants solving high impact usability problems. Initially hired for 3 months and extended for a further 3 to work on newly established initiatives.

Delivered multiple dashboard modules heavy on data visualisation.

Delivered rapid user research insights to support MVP objectives.

Delivered a design toolkit containing patterns and guidelines for development and phase 1 of design integration alongside human interface guidelines (HIG).

For a full career timeline, I would like to refer you to my profile on LinkedIn, <https://www.linkedin.com/in/wailawproductdesigner/> or visit my portfolio, <https://wailaw.me>.

ESSENTIAL SKILLS

Adaptability · I adjust quickly to new environments integrating with new teams, their processes, the culture, working autonomously and collaboratively.

Problem solving · Ability to identify and anticipate problem areas and develop solutions to impactful problems.

Engage and influence · I am well versed at communicating design choices with clarity and rationale. Promoting the benefits and conveying the measures of what success will look like.

Stakeholder management · Demonstrated experience involving people in the design process, planning and communicating insights to facilitate the needs of stakeholders and/or senior management teams.

Mentoring and coaching · I lead by personal example, empower junior members of the team and inspire possibility. I am a member of the RMIT career mentoring program.

EDUCATION & CERTIFICATIONS

BA Honours business administration & Management · 2000
University of Northampton, UK.

Developing AI Strategy · 2020
RMIT Melbourne, Melbourne, Australia.

CMS Certified Expert (Umbraco CMS) · 2017
London, UK.

REFERENCES

Available on request.