👤 CAREER PROFILE

Versatile design practitioner delivering enterprise grade solutions and UX involving digital transformations. A problem solver with a business minded approach and a passion for system development. Excellent knowledge of user centric design principles and building effective UI libraries. An efficient task manager who consistently delivers high quality work to schedule.

💼 EXPERIENCES

Senior Product Designer
Jul 2018 - Present
The AOT Group & Helloworld Ltd | Melbourne, Australia

Leading end to end UX projects and overseeing the design transformation process across a suite of business systems and applications. Design and implementation of an enterprise UX Roadmap and Design Process. Delivering multiple key new products whilst simultaneously developing an enterprise design system. Facilitating key stakeholders through conveying the value of delivering design effectively to benefit the business.

Senior UI/UX Designer (Consultant)
Mar 2018 - Jul 2018
JeyLabs | Melbourne, Australia

Designing a functional, web based, dashboard product 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 usability problems, creation of a UI component library, collaborating and facilitating design workshops and implementation.

UI Designer
2016 - 2017
Live Holidays Group | London, UK

Responsible for improving interface design across multiple brands and project 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.

UI Designer
2010 - 2016
Cox & Kings, London, UK

Development of web pages, 80% UI and 20% UX design involving CMS and the intranet. Responsible for digital content planning, strategy and task managing developments. 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. Collaboration amongst senior team members to decide on the most suitable presentation of interfaces and content architecture on the website.

⭐ NOTABLE ACHIEVEMENTS

A list of recent accomplishments.

The AOT Group - Developed an enterprise design system alongside style guides and a global UX road map rolled out across a suite of products.

JeyLabs - Successfully helping to establish a new UI component system with human interface guidelines whilst at Jeylabs for effectively delivering UX in an agile environment.

Cox & Kings London - Redesign of the Cox & Kings consumer platform with significant UX improvements, resulting in greater interaction times for both the consumer and business.

Cox & Kings London - Developed a content strategy for Cox & Kings Travel to reduce sizeable bounce rates by 22% in two months by delivering improved IA.

Developing AI Strategy - Completed an industry recognised (by Amazon) RMIT shortcourse on how to successfully design and implement AI/ML products within an organisation.

🏆 PERSONAL ACHIEVEMENTS

Completed the Shine Night Walk for Cancer Research. A marathon distance walk through the streets of London, through the night in 10 hours.

WAILAW
Product Designer

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in wailawproductdesigner

TECHNICAL COMPETENCIES

Experience Design

Rapid Prototyping

Design Systems

UX Research

Content Display Strategy (IA)

SASS

UX for CMS

Designing AI/ML Strategy

ESSENTIAL SKILLS

Managing end to end design projects

Solving high impact problems

Stakeholder Management

Design Pitch

Positively facilitating critical feedback

EDUCATION & CERTIFICATIONS

BA in Business Administration & Management
University of Northampton
1997 - 2000

Developing AI Strategy
RMIT Melbourne
2020

Umbraco CMS Certified Expert
Umbraco Training School
2017