
WAI LAW

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. Excellent knowledge of user centric design principles and building effective user experience strategies around an organisation's goals. An efficient task manager who consistently delivers high quality work to schedule.

AREAS OF EXPERTISE

- User Research - I believe in the value of evidence-led design to proactively, create seamless relationships between user and machine with the flexibility to adopt a LEAN or classic UX approach. I thrive on relieving pain points for both your users aligned with your organisation's strategic objectives.
- User Interface - Creating intuitive, effective and accessible interfaces ensuring they align with the user experience strategy, the information architecture and are unified across all products.
- UI Component libraries & toolkits - Systematically manage your UX and UI. I can help you design and manage all your design assets to create a single source of truth and a consistent aesthetic, following Atomic design principles.

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 implementing design aligned with the organisation's strategic goals. Providing UX ROI against KPIs to acquire increased budget for research and testing. Delivering design against outcomes identified through gap analysis.
- Established a small UX design practice within a multidisciplinary department and defined a process for co-designing with increased efficiencies.
- Developed and evolved a new design system for managing design quality assurance, visual consistency and scalability.

UX CONSULTANT, FOREX WORLDWIDE; MELBOURNE, VIC – NOV 2020-FEB 2021 (3 MONTH TENURE)

Responsible for delivering an experience strategy for a newly developed, white-label, forex platform. Research included exploring personas, stakeholder interviews, user testing prototypes, understanding the Forex space in relation to the education sector and the experience of digital credits and cards.

- Delivered a UI toolkit to help them prototype and test faster and provide support for languages..
- Provided insights to enhance the customer money transfer request experience which improved their conversion metric.

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 business systems and applications.

- Understanding what a great travel experience looks like to the customer and delivering an optimised booking tool with integrated payment portal and up-sell options.
- 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 involving data visualisation.
- Delivered design research and strategy against MVP objectives, alongside rapid prototyping and a component based UI library for quality assurance.
- Delivered UI Toolkit, patterns and style guides for developers 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 not just the features but the benefits.
- Stakeholder management - Demonstrated experience planning and communicating insights and facilitating 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

UNIVERSITY OF NORTHAMPTON, UK – BA HONOURS BUSINESS
ADMINISTRATION & MANAGEMENT, 2000

RMIT MELBOURNE, MELBOURNE, AUSTRALIA – DEVELOPING AI STRATEGY,
2020

REFERENCES

Available on request.