Stephen W Law
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SKILLS

- Cross platform digital experiences
- Team leadership
- Human centred design
- Accessible content hierarchy
- Analytics & A/B Testing
- End-to-end UX across multiple touchpoints
- Enterprise ERP, CRM & CMS

EXPERIENCE

Freelance Product Experience Consultant | Stephen W Law ABN | Sep 2024 - Present

- Specialising in client portals, internal tools and lightweight CRMs aimed at social enterprises
- Guide organisations on scaling their digital practice through systematic approaches
- I blend conversion centred design tenets and optimisation techniques to uncover untapped potential in your digital services

Senior Product Experience Lead | IntelligenceBank | Aug 2022 - Jul 2024

- Responsible for improving product engagement and customer satisfaction
- Led a team of 2 designers in delivering cohesive user experiences for workflow, digital asset and brand, management portals
- Scaled and maintained a comprehensive design system
- Designed the foundational stages for an NLP AI powered chat assistant

UX Lead (Promotion) | City of Boroondara | Aug 2021 - Aug 2022

- Achieved 158% increase in audience engagement for the customer portal
- Coordinated UX implementation for the booking tool and customer accounts portal
- Established new visual guidelines and the foundations of 'Leaf' Design System
- Successfully hiring a mid-weight UX Designer as a first-time hiring manager

Digital UI Designer | City of Boroondara | Feb 2021 - Aug 2021

- Increased mobile engagement from 2% to 41% through responsive design strategies
- Implemented WCAG 2.1 AA compliant UI aligned with content design

Web UI Designer | Helloworld Travel Limited | Jul 2018 - Feb 2021

- Redesigned the mobile experience of the booking system improving usability and goal completion resulting in a 4% increase in booking conversions over a 3 month period
- Enabling a 25% increase in engineering velocity by enhancing visual consistency and delivering a standardised set of reusable UI components designed for accessibility

Senior UX/UI Consultant | JeyLabs | Mar 2018 - Jul 2018

Consulted on a multi-million dollar telecommunications program. Eliciting user and business needs in a complex stakeholder environment.

- Enabling data and information to be searched and consumed up to 60% faster on a Business Support System and an Operational Support System, through considered information architecture and UI visualisations. These systems are the foundations of the telecommunications industry.
- Increased design velocity by creating the 1st edition of a design toolkit and human interface guidelines (HIG).

EDUCATION

- BA Honours Business Management & Administration
- A-level Computer Science
- Developing AI Strategy - RMIT
- Umbraco CMS Certified Expert

ADDITIONAL INFORMATION

- Extensive experience in scaling-up design operations, establishing high functioning teams and improving UX maturity
- I create the most value when engaged on large, complex, enterprise projects in ambiguous environments
- 20+ years commercial experience in the UK and Australia