# **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.

**Wai Law**

[hello@wailaw.me](mailto:hello@wailaw.me) +61 491 035 394 [www.wailaw.me](http://www.wailaw.me)

# **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.

Full-Stack 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.

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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.