

Wai Law

Designing product and UX since 2010. Partial to a whisky cocktail, watcher of tiny home videos, walked a marathon but yet to run one.

www.wailaw.me

0491 035 394

hello@wailaw.me

AU Citizen

NOTABLE ASSIGNMENTS

Senior Product Experience Designer

IntelligenceBank, Melbourne, 08/2022–now

- I took a legacy HTML custom page builder and reimagined it as a no-code, drag and drop, page building experience guided by, 3 proto-personas, a dozen use cases, competitor analysis and insightful customer feedback.
- I helped to redesign the Approvals Module. A crucial part of the product family that integrates a compliance layer to any organisation's marketing operations.
- I contributed to the Design System (Sun DS) optimisation initiative. Extracted frequently reused UI components, systematically improved the interface, reducing design debt accrued over 14 years and boosted consistency.

Digital UX/UI Lead

City of Boroondara, Victoria AU, 02/2021–08/2022

- I refined the visual language of the UI design library and established their first ever Design System. Implemented visual consistency across all digital presences.
- I optimised key journeys of the consumer facing website, removed troublesome parts and crafted UI enhancements to support this. Resulting in a rise in the customer satisfaction score.

Senior UX Designer

JeyLabs Consultancy, Melbourne, 2018

- I advised on a complex greenfields project in the telco space. As part of the NBN satellite initiative, I designed and delivered the experience of multiple dashboards, heavy on data visualisation. I designed the early concepts for a native IOS app aided by rapid user research insights to support MVP objectives.
- I created a design toolkit containing patterns and guidelines for development and phase 1 of design integration alongside human interface guidelines (HIG).

EXPERTISE

Design Systems

Systematically manage your UX and UI. Audit existing libraries and extract best in breed patterns, refining your visual language, maintain and scale your products.

Design Implementation

I provide on-demand UX/UI support, enabling quick and quality outcomes.

UI Craft

I use logical design rationale to reduce your interaction cost, prioritise accessibility and build useful interfaces.

BRINGING VALUE

- I am adaptable, work well with Devs and PMs.
- I work on the right problems.
- I focus on the outcomes not just the outputs.
- I am introspective and objective.
- I champion design value and believe in delivering benefits for both user and organisation.

For a full career timeline visit, <https://www.linkedin.com/in/wailawproductdesigner>