

Hello, I'm Wai!

I'm a highly-motivated digital designer, with over 20 years' industry experience. My extensive design background has provided me with a broad range of multi-platform skills and the versatility and proficiency to handle any creative challenge.

I love learning and extending my skills and have recently completed a UX/UI Bootcamp at Monash University, graduating with an A. I would love the opportunity to discuss my skills and experience with you further.

Technical Skills

- Graphic design
- Print and digital media
- UX research and testing
- User journeys and persona synthesis
- Information architecture
- UI style systems
- User flows and wireframing
- High-fidelity prototyping

Tools

- Indesign
- Illustrator
- Photoshop
- Figma
- Adobe XD
- Adobe After Effects
- Basic HTML, CSS, Github
- Basic JQuery, JavaScript

Career

AJF Partnership, Melbourne

Senior Finished Artist / Sept 2007 – June 2022

I have been an integral part of the AJF studio for over 15 years. During that time, I have worked on highly-successful brands such as Holden, Kathmandu, Target and Officeworks, producing work across a range of media platforms from national press to TV and Digital.

- Working within a fast-paced studio to produce monthly catalogues and digital ads for Officeworks.
- Producing accurate production-ready artwork for TV, press, outdoor media and web.
- Preparing presentations for new client pitches.

Big Red, Melbourne

Freelance Finished Artist / July 2007 – Sept 2007

One of my first freelancing gigs in Melbourne. I was accustomed to different design tools and had to learn fast to produce accurate national press to tight deadlines.

- Producing and dispatching Jetstar press ads.
- Preparing presentations for new client pitches.

Astound, London

Designer / July 2005 – Feb 2007

- Design of promotional leaflets, brochures, POS, outdoor banners, store signage and graphics.
- Developing and maintaining brand guidelines.

Cuba Advertising, London

Designer / July 2007 – Sept 2007

- Design of promotional material, brochures, press ads, newsletters and billboards.
- Presenting projects to clients and liaising with printers and suppliers.

Santoro Graphics, London

Designer/Studio Coordinator / Sept 1999 – Dec 2002

- Designing and producing print-ready artwork for greeting cards, stationery, licensed products and packaging.
- Managing and developing brand styleguides.
- Proofing pre-press artwork.
- Smooth running of the studio.

Tertiary Education

UX/UI Bootcamp – A

Monash University / Feb- Aug 2022

BA (Hons) Graphic Design – 2:1

University of Central England / 1999