

DEKKO SHI

SENIOR UX ENGINEER AND DESIGNER

Location: Sydney

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Portfolio: <https://inthepond.github.io/portfolio/>

Master of Information Technology HCI

The University of Melbourne

2019-2020

Bachelor of Science in CS

The University of Melbourne

2015-2018

SENIOR UX ENGINEER

ARCITECTA PTY LTD | 2019-2024

- Established and evolved enterprise-wide design system supporting multiple product teams with reusable component library
- Led documentation and adoption strategies for design system implementation
- Built Figma component libraries synced with production code
- Mentored teams on design system best practices and implementation

Mediaflux Pocket

Arcitecta, The University of Melbourne, UNSW

The project began with stakeholder interviews and discovery workshops to identify key pain points in research data access workflows. This informed a design approach focused on simplifying complex technical interfaces while maintaining necessary functionality. Through iterative prototyping and user testing, streamlined transaction flows were developed that significantly improved the experience. Working collaboratively with cross-functional teams ensured technical implementation aligned with user needs throughout the development cycle.

Mediaflux Point In Time and Archive System

Arcitecta, Dell, Fortune 20 Company

The challenge of this project was balancing strict enterprise security requirements with user-friendly data management interfaces. The approach involved first mapping security protocols as design constraints, then exploring interface patterns that could operate within these boundaries. Through several design iterations and security audits, solutions were developed that simplified complex data versioning tasks while maintaining compliance. The resulting interfaces received praise from both security teams and end users for making secure practices intuitive.

Mediaflux Data Mover

Arcitecta, The University of Melbourne

This data-informed design process began with analysing user behaviour metrics to understand friction points in data transfer operations. These insights guided interface design decisions, continually validated through user testing and analytics. The focus was on creating progressive disclosure patterns that made complex operations accessible to users with varying technical expertise. Architecture decisions balanced backend performance constraints with intuitive frontend interactions, resulting in a system that simplified data operations that previously required specialised technical knowledge.

Powerhouse Museum DAMS

Arcitecta, Powerhouse Museum, NSW Government

For this cultural institution, a comprehensive design audit was conducted to understand existing inconsistencies across their digital asset management system. This led to establishing a cohesive design system with clear documentation and governance protocols. The approach emphasised modular components that could be consistently implemented by multiple product teams. By integrating CI/CD practices into the design workflow, faster implementation cycles were achieved while maintaining design integrity across museum departments and government stakeholders.

PRINCIPAL PRODUCT DESIGNER

INTHEPOND | 2015-PRESENT

- Developed accessibility-first component library in Figma
- Established design tokens and systematic approach to visual design
- Built documentation portal for design system guidelines
- Led cross-functional workshops for design system adoption

Bá Mài

Partnering with HUAWEI and OPPO

Rank 2 in Health & Fitness on App Store Feb 2025

Implemented AI/ML features for personalised experiences and process automation, enhancing user engagement metrics. Designed clear confirmation patterns for financial transactions that increased conversion rates. Created UI/UX with attention to user feedback and analytics, helping the app achieve a #2 ranking in the Health & Fitness category.

X6ren

Rank 5 in Lifestyle on App Store Jan 2025

Specialised in native mobile experience with efficient transaction paths that minimised friction. Delivered UI/UX design that resulted in exceptional user satisfaction scores and a top 5 ranking in the App Store's Lifestyle category.

UX TUTOR

THE UNIVERSITY OF MELBOURNE | 2020-2023

Taught user-centred design principles and methodologies to undergraduate and graduate students. Guided students through usability testing exercises and prototype development using industry-standard tools. Developed curriculum components focusing on customer-centric design approaches for real-world UX challenges. Received positive student feedback for making complex UX concepts accessible.

Technical Expertise

- Full-stack Development: React/TypeScript, Node.js
- Web Technologies: HTML5, CSS3, JavaScript, REST APIs
- Cloud & DevOps: AWS, Heroku, Git, CI/CD pipelines
- Security: Zero-trust architecture, MFA implementation, compliance frameworks
- Mobile Application: Swift, React Native, Flutter

Design & UX

- Design Systems: Component library development, pattern documentation
- Accessibility Standards: WCAG compliance, inclusive design principles
- User Research: Usability testing, prototype evaluation

Leadership & Strategy

- Digital transformation strategy
- Technical team leadership
- Agile/Scrum methodologies
- Cross-functional & Cross-timezone & International collaboration