

WAI LAW

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Professional Summary

Seasoned User Experience (UX) Consultant, delivering user-centred design outcomes partnering with agencies, enterprise and government since 2010. Specialising in Design System optimisation, accessible web based applications and the delivery of evidence-led digital experiences.

Experience Design Projects

The following are notable achievements that were critical to delivering powerful and comprehensible employee and partner experiences.

Senior Experience Designer - IntelligenceBank

AUGUST 2022 - CURRENT

- Orchestrated the overhaul of the Design System, resulting in a significant reduction in accumulated technical debt from 14 years, achieving an average of 17% increase in the Customer Satisfaction score in 6 months and approximately 20% decrease in interaction costs.
- Improving the Developer Experience exponentially by enabling them to ship features faster and easily to maintain code.

Digital UX/UI Lead - City of Boroondara

FEBRUARY 2021 - AUGUST 2022

- Achieved a 15% increase in design consistency by establishing their first ever Design System, delivering visual consistency across all digital presences as part of a large transformation project.
- I optimised key journeys of the consumer facing portal including valuable UI enhancements. Resulting in a 20% reduction in qualitative feedback related to UX.
- Achieved 'strong' accessibility standards across the customer portal by meeting success criteria required to attain the Web Content Accessibility Guidelines Level 2.1 AA (WCAG).

Senior Digital UI Designer - Helloworld Limited

JULY 2018 - FEBRUARY 2021

- Enabling a 25% increase in engineering velocity through improved management of visual consistency and a standardised set of reusable UI components designed for accessibility.
- Delivering value to agency partners by redesigning the booking system experience. Enabling faster and succinct search capability, seamless credit card transactions, improved performance, resulting in increased booking conversions over a 3 month period.

Senior UX/UI Consultant - Jeylabs, Melbourne, Australia

MARCH 2018 - JULY 2018

- 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).

For a full career timeline:

<https://www.linkedin.com/in/wailawproductdesigner>

Skills And Responsibilities

- Human Centred Design (HCD) approach informed by solid user research.
- Synthesis of data and information to deliver qualitative and quantitative insights to inform design direction.
- Up-skilling team members through dedicated mentorship and coaching activities.
- Reporting on insights and findings through documents, presentations and 'playback' sessions.
- Figma proficient.
- Miro, Pendo, Google Analytics and Maze to support user research and gathering insights.
- Systematically managing the UX patterns and the presentation of user interfaces (UI) by applying logical design rationale.
- Integrating accessible, inclusive and internationally compliant user interfaces (WCAG).
- Enabling quick and quality user focussed outcomes.
- Championing design value and delivering benefits that service the needs of both end-users and the organisation.
- Realising Stakeholder objectives and facilitating their engagement.
- Validation and increasing solution confidence through well executed Usability Testing.
- UX Writing.
- Strong commercial acumen.

Education

Bachelor of Arts with Honours in Business Administration & Management - University of Northampton, UK

Developing AI Strategy - RMIT, Melbourne, Australia

Umbraco Certified Expert - London, UK