WAI LAW

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# **Professional Summary**

Product and User Experience Designer, creating and making across startups, enterprise and government since 2010. Specialising in Design System optimisation, accessible web based applications, strengthening Design Practice and the delivery of evidence-led digital experiences.

# **Notable Achievements and Experience**

## Senior Product Experience Designer - IntelligenceBank, Melbourne, Australia

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.
* Successfully established a new team of designers from 1 to 3 members in my first year, enabling us to effectively serve 5 Engineering Teams, with capacity to handle 60% extra initiatives.

## Digital UX/UI Lead - City of Boroondara, Melbourne, Australia

FEBRUARY 2021 - AUGUST 2022

* Achieved a 15% increase in design consistency by establishing their 1st 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 UX/UI Designer - Helloworld Limited, Melbourne, Australia

JULY 2018 - FEBRUARY 2021

* Enabling a 25% increase in velocity through improved management of visual consistency and a standardised set of reusable UI components designed for accessibility.
* Successfully achieving faster task completion times, improved performance and increased bookings over a 3 month period by redesigning the booking experience.

## 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.
* Design Leadership, elevating design maturity and continuous process efficiencies.
* Up-skilling team members through dedicated mentorship and coaching activities.
* Figma proficient.
* 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.
* Uncovering valuable user insights and product nuances.
* Validation and increasing solution confidence through well executed Usability Testing.
* Strong commercial acumen.

# **Education**

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