

# Wai Law

T: +44(0)7765 037386 E: HELLO@WAILAW.ME W: WAILAW.ME  
A: FLAT 2, 9 WINTHORPE ROAD, LONDON, SW15 2LW

WEB DESIGNER & DEVELOPER

## PROFILE

Versatile web professional experienced in a range of disciplines, a logical thinker with a creative eye and a passion for development. Enthusiastic about new industry techniques and applying them in practice. An efficient project manager who consistently delivers high quality work to schedule.

## TECHNICAL COMPETENCIES

UMBRACO CERTIFIED EXPERT RAZOR C# GIT VISUAL STUDIO HTML5 CSS3 JAVASCRIPT  
JQUERY SASS WORDPRESS DEVELOPMENT CLIENT SIDE DEVELOPMENT USER EXPERIENCE  
JEKYLL BOOTSTRAP UI DESIGN PHOTOSHOP.

## OTHER SKILLS

- Problem solver and logical thinker
- Project Manager
- Supervision of a team
- Delivering high quality work involving strict deadlines
- Video Editing

## EMPLOYMENT HISTORY

**FRONT END DEVELOPER**, LIVE HOLIDAYS LTD, LONDON; MAR 2016-PRESENT  
Focused on client-side development across a handful of travel brands, usable UI design and Umbraco CMS implementation. Analytical research and testing for better user experience. I project manage and take the lead on design concepts. Cross-browser testing, page speed optimisation and aiding the migration of static sites to Umbraco.

**Achievement:** Significant UX improvements and new functionality made to the Travel Direct UI. Migration to Umbraco CMS. Redeveloped key funnel pages for Cuba Direct UK using data research and testing to improve experience and engagement resulting in a 30% increase in year on year revenue whilst employed here. UX for Visa Cuba.

**FREELANCE WEB DESIGNER**, [WWW.WAILAW.ME](http://WWW.WAILAW.ME), LONDON; 2014-PRESENT  
Specialising in the development and implementation of static sites to CMS (Umbraco, WordPress, Jekyll). I can help your website to engage your users with better functionality and improved UI for your editors ensuring the best experience. Responsible for design, research, data analysis, functionality, user experience, logic, implementation, testing, maintenance and ensuring cross-browser compatibility.

**Achievement:** Developed a redesign service for better engagement on existing websites and a productised build solution for new businesses to get online fast.

**FRONT END DESIGNER, COX & KINGS TRAVEL, LONDON; OCT 2010-MAR 2016**

Client-side design and creation of landing pages for co-marketing promotions. Also responsible for content planning and strategy and project managing developments. Collaborating on email development. Creating new initiatives for the Cox & Kings website to continuously improve overall user experience and interaction, achieving longer visit times and lower bounce rates. Worked on the development of the new company website in 2014. Collaborate with the Digital Manager to decide on the most suitable presentation of content in specific sections of the website. Production of digital content such as e-books and online maps. Edit and manage video content.

**Achievement:** Developed a strategy and workflow that streamlined the process of getting content online, resulting in, greater efficiency and increased productivity.

**WEB DESIGN CONSULTANT, ACTIV WEB DESIGN, HAMPSHIRE**

AUG 2007-OCT 2010

Building websites for small businesses. Consulting on the most suitable solutions. Design, planning, wire-framing, markup and styles. Initiate ideas and project manage.

**Achievement:** This was a franchise model and my first time running a business. I had to sustain a flow of clients, market myself, generate leads, as well as producing websites.

**USER END TRAINER, KONICA MINOLTA BUSINESS SOLUTIONS, HAMPSHIRE**

MAR 2006-MAR 2007

Providing operational training on print production systems

Training on software and drivers

Assisting the engineer with networking

Assisting with Pre-Sales advising on product types and technical solutions

Assisting with post sale technical problem solving and maintenance issues

**CERTIFICATIONS**

UMBRACO FUNDAMENTALS

EXTENDING THE UMBRACO BACK OFFICE

UMBRACO MVC AND VISUAL STUDIO

**HIGHER EDUCATION**

**UNIVERSITY OF NORTHAMPTON**

BA BUSINESS ADMINISTRATION & MANAGEMENT, GRADUATED 2000.

**PERSONAL ACHIEVEMENT**

Completed the Shine Night Walk for Cancer Research. A marathon distance walk through the streets of London, through the night. TIME: 10 HOURS.

**REFERENCES**

Available on request