

## Wai Law

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UI DESIGNER | UMBRACO CERTIFIED

### PROFILE

Versatile web professional with expertise in functional design and responsive layouts, a problem solver with a creative eye and a passion for great content. Excellent knowledge of user centric design principles and building effective UI. An efficient task manager who consistently delivers high quality work to schedule.

### TECHNICAL COMPETENCIES

UI DESIGN INVISION SKETCH PHOTOSHOP UMBRACO CERTIFIED EXPERT HTML5 CSS3 JQUERY  
USER EXPERIENCE FRONT END DEVELOPMENT BOOTSTRAP FOUNDATION WORDPRESS ADOBE  
PREMIERE FINAL CUT PRO MOTION BALSAMIQ.

### OTHER SKILLS

- Google Analytics
- EDM Design and Development
- UI for dynamic content applications
- Workflow creation
- UX design principles

### EMPLOYMENT HISTORY

**FREELANCE WEB UI DESIGNER**, [WWW.WAILAW.ME](http://WWW.WAILAW.ME), **MELBOURNE**; 2014-PRESENT  
Specialising in the design and implementation of static sites to CMS (Umbraco, WordPress, Jekyll). Developing functional web and dashboard interfaces for engaging experiences. Currently consulting at JeyLabs, a digital transformation specialist working on a high-level (NDA) telco project. Responsibilities include solving interface problems, consulting on the best solutions, dashboard interface design for OSS and BSS.

**Achievement:** Growing my knowledge of UX and the product development process. Obtaining desired results for enterprise, with converting and engaging interfaces.

**WEB & DIGITAL DESIGNER**, LIVE HOLIDAYS LTD, **LONDON**; MAR 2016-NOV 2017  
Responsible for front-end design across the brands, reusable UI design and Umbraco CMS implementation. Analytical research and testing for improving user experience. Project managed and took the lead on design concepts. Cross-browser testing, page speed optimisation and aiding the migration of static sites to CMS.

**Achievement:** Significant UX improvements and new functionality made to the Brand UIs. Successful migration to Umbraco CMS. Redesigned key funnel pages of the brands using data research and testing to improve experience and engagement resulting in a 30% increase in year on year revenue whilst employed here.

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

Web UI design and implementation of landing page portals. Responsible for digital content planning, 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. Collaborated on the design of the new company website in 2014. Worked closely with the Digital Manager to decide on the most suitable presentation of UI and content on the website. Digital Production of content such as e-books and online maps. Also responsible for editing and managing video content.

**Achievement:** Significant UI improvements from the site redesign process from both the user end and content managed side. Interaction time goals hugely improved.

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

AUG 2007-OCT 2010

Developing websites for small businesses. Advising 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 solutions.

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

MAR 2006-MAR 2007

Providing operational training on business print production systems  
Providing training on print software and drivers  
Assisting the engineer with networking solutions  
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