

Wai Law

Designing product and UX since 2010. Partial to a whisky cocktail, watcher of tiny home videos, walked a marathon but yet to run one.

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AU Citizen

NOTABLE ASSIGNMENTS

Senior Product Experience Designer

Intelligencebank, Melbourne, 08/2022–now

- I provided direction for scaling existing design libraries which helped to eliminate debt accrued over 14 years with big gains in consistency and reductions in interaction costs, enabling fast and quality outcomes.
- I established a new team of designers from 0 to 3 members in my first year. Provided knowledge sharing and coaching to assist up-skilling.
- I identified troublesome areas of the design operations and streamlined the process to assist with complex design delivery that aligned with compliance and the traceability demands of the clients.

Digital UX/UI Lead

City of Boroondara, Victoria AU, 02/2021–08/2022

- I refined the visual language of the UI design library and established their first ever Design System. Implemented visual consistency across all digital presences.
- I optimised key journeys of the consumer facing website, removed troublesome parts and crafted UI enhancements to support this. Resulting in a rise in the customer satisfaction score.

Senior UX Designer

JeyLabs Consultancy, Melbourne, 2018

- I advised on a complex greenfields project in the telco space. As part of the NBN satellite initiative, I designed and delivered the experience of multiple dashboards, heavy on data visualisation. I designed the early concepts for a native IOS app aided by rapid user research insights to support MVP objectives.
- I created a design toolkit containing patterns and guidelines for development and phase 1 of design integration alongside human interface guidelines (HIG).

EXPERTISE

Design Systems

Systematically manage your UX and UI. Audit existing libraries and extract best in breed patterns, refining your visual language, maintain and scale your products.

Practice Growth

Level up design maturity. Continuous process improvement. Advocate design value.

Design Leadership

I support teams to create through evidence-led design. Practice management and coaching to help up-skill team members.

BRINGING VALUE

- I am adaptable, work well with Devs and PMs.
- I work on the right problems.
- I focus on the outcomes not just the outputs.
- I am introspective and objective.
- I champion design value and believe in delivering benefits for both user and organisation.

For a full career timeline visit, <https://www.linkedin.com/in/wailawproductdesigner>