
WAI LAW

PROFILE

Versatile design practitioner delivering enterprise grade solutions and UX involving digital transformations. An adaptable, problem solver with a business minded approach and a passion for system development. Excellent knowledge of user centric design principles and building effective UI libraries. An efficient task manager who consistently delivers high quality work to schedule.

AREAS OF EXPERTISE

- User Experience - My focus has always been to create a seamless relationship between user and machine, adopting a LEAN approach, backed by solid research. I thrive on relieving pain points for both your users and your organisation's strategic objectives.
- User Interface - Creating user friendly, effective and accessible interfaces ensuring they align with the user experience, the information architecture and are unified across all products.
- UI Component libraries & toolkits - Effectively manage your UX and UI. I can help you design a reusable component set to create a single source of truth and a consistent aesthetic, following Atomic design principles.

RELATED ASSIGNMENTS

UX DESIGNER, FOREX WORLDWIDE; MELBOURNE, VIC - NOV 2020-CURRENT
(CONTRACT)

I am the sole designer here responsible for delivering an experience strategy for a newly developed, forex platform, white label.

- Establishing pain points of the product through persona research, user stories, use case analysis and identifying potential usability issues.
- Delivering the artefacts and documentation to support the designs.
- Developing a solution to manage design quality assurance to achieve consistency and scalability

SENIOR UX UI DESIGNER, HELLOWORLD LTD; MELBOURNE, VIC – JUL 2018-
CURRENT (CONTRACT)

Given the autonomy to lead end to end UX projects and oversee the design transformation process across a suite of business systems and applications.

- Delivered visual artefacts documenting the design process with briefs, wireframes and mockups.
- Kick-started an enterprise design system for managing quality assurance and producing a unified, component based interface across all products.
- Collaborating with software engineers to integrate all phases of UX and the UI into a working product ensuring consistency across all platforms.

SENIOR UX UI DESIGNER, JEYLABS; MELBOURNE, VIC – MAR-JUL 2018
(CONTRACT)

A big data related, multi-million dollar, NDA project in the Telco space. I was part of an agile team of consultants solving high impact usability problems. Initially hired for 3 months and extended for a further 3 to work on newly established initiatives.

- Delivered multiple dashboard modules involving data visualisation.
- Delivered design research and strategy against MVP objectives, alongside rapid prototyping and a component based UI library for quality assurance.
- Delivered UI Toolkit, patterns and style guides for developers and phase 1 of design integration alongside human interface guidelines (HIG).

For a full career timeline, I would like to refer you to my profile on LinkedIn, <https://www.linkedin.com/in/wailawproductdesigner/> or visit my portfolio, <https://wailaw.me>.

ESSENTIAL SKILLS

- Adaptability - I adjust quickly to new environments integrating with new teams and culture and working autonomously.
- Problem solving - Ability to identify problem areas and find solutions to impactful problems.
- Pitching design - I am well versed at selling my design choices with clarity and promoting not just the features but the benefits.
- Stakeholder management - Demonstrated experience planning and communicating insights and facilitating the needs of stakeholders and/or senior management teams.

EDUCATION & CERTIFICATIONS

UNIVERSITY OF NORTHAMPTON, UK – BA HONOURS BUSINESS
ADMINISTRATION & MANAGEMENT, 2000

RMIT MELBOURNE, MELBOURNE, AUSTRALIA – DEVELOPING AI STRATEGY,
2020

REFERENCES

Available on request.