



# Wai Law

Digital CX · UX · Web Design · Content Design

Melbourne, Australia

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[Consultant website](#)

[Studio website](#)

[linkedin](#)

- **Industries:** Professional Services · Travel and Tourism · Financial Services · Public Sector
- **Key Skill Areas:** Leading digital CX design initiatives · User Research & Analysis · Usability Testing · Design Systems · User Interface Design · Content Design · A/B Testing · Mentorship · Advocacy
- **Expertise:** Content Architecture · Digital tools for public sector · Digital strategy · Multi-page and portal applications · Open-source CMS tools · Enterprise Architecture · Vendor Integrations
- **Design Principles:** Inclusive · Easy · Efficient · Ethical · Flexible

## EXPERIENCE (Last 6 years)

### Freelance Digital CX Designer · Wai Law ABN · Sep 2024 - Current

- Web studio helping organisations to successfully accelerate and maintain design cadence.
- Specialising in maximising design potential, scaling design systems, UX, CRO, web design and no-code development.

### Senior Product Experience Designer · IntelligenceBank · Aug 2022 - Jul 2024

B2B SaaS digital asset management and marketing operations platform.

- Overhauled and scaled the design system, reducing technical debt and renamed it Sun DS.
- Hired 1 full time product designer and 1 contract UI designer.
- Audited and refined the design process improving operational efficiencies.

### Digital UX Lead · City of Boroondara · Feb 2021 - Aug 2022

Local gov tenure. Responsible for optimising the customer portal and internal web applications through digital content design.

- Managed design implementation of a new booking system that reduced the impact on customer support teams whilst increasing booking conversions.
- Drove a 158% increase in unique clicks and increased mobile usage from 2% to 41% through targeted design optimisations.
- Achieved WCAG 2.1 AA compliance, ensuring digital accessibility for an inclusive audience.

### Digital Design Consultant · Forex Worldwide · Nov 2020 - Feb 2021

- Produced UX enhancements, focusing on expanding market reach, streamlining journeys and interactions.
- Led usability tests to pinpoint friction points in the money transfer process leading to conversion growth.

### Web Designer · Helloworld Travel Limited · Jul 2018 - Feb 2021

- Redesigned the booking management system, resulting in a 4% increase in conversions in 3 months.
- Increased engineering productivity by 25% by introducing standardised, accessible UI components.

### Senior UX/UI Consultant · JeyLabs · Mar 2018 - Jul 2018

- Delivered interface designs that improved data retrieval speed on core systems (BSS and OSS), contributing to significant efficiency gains.

## EDUCATION

- BA Honours Business Management & Administration
- Developing AI Strategy
- Umbraco CMS Certified Expert