

# LIWEN SONG

UI/UX designer

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liwenux.framer.website

- Skilled in human-centered design and design-thinking methodologies
- Experienced in end-to-end design research, strategy, concepting, and execution
- Proficient in prototype creation and user testing
- Design system build and management
- Competent in competitor analysis and heuristic evaluations
- Well-versed in working within Agile and Shape Up environments

## **P.G.Cert in Communication Studies, Digital Communication**

*Auckland University of Technology, New Zealand*

## **B.Des in Design Innovation, Digital Media Design**

*Victoria University of Wellington, New Zealand*

### **Product designer** - Easygo, a leading provider in iGaming and live streaming.

*Sep 2024 - present Melbourne, Australia,*

- Developed and managed design systems supporting Kick.com and Stake.com, ensuring brand consistency across iGaming and live-streaming platforms
- Refactored existing systems for web and mobile, enhancing user experience and scalability
- Led design, testing, and collaboration with cross-functional teams, driving system adoption and best practices
- Conducted user research and usability testing to enhance accessibility, addressing the needs of a diverse global audience

### **UI/UX designer** - Government of South Australia, Office of the Chief Information Officer.

*Jul 2024 - Sep 2024 Adelaide, Australia*

- Developed and managed the South Australia Government design system for consistent digital interfaces.
- Redesigned the mySAGov App, enhancing user experience and accessibility.
- Led the design, testing, and management of the government website and affiliates, improving functionality and user satisfaction.
- Conducted user testing and research focused on South Australian residents, ensuring locally tailored design solutions.

### **UX designer** - GoSee, a division of Webjet, specialising in global e-commerce for vehicle hiring.

*Dec 2020 - Jun 2024 Auckland, New Zealand*

- Played a key role in the UX/UI redesign of Airport Rental and Motorhome Republic. Conducted user research, interviews, and usability assessments
- Created user-centric wireframes
- Developed and refined pattern libraries, design tokens and design system.
- Ensured design consistency across primary and affiliate sites
- Collaborated with stakeholders and developers to align designs with business goals

### **UI & Digital designer** - Mitre 10, a premier hardware and home improvement retailer in New Zealand.

*Nov 2018 - Dec 2020 Auckland, New Zealand*

- Designing and maintaining the Mitre 10 and Columbus Coffee local websites
- Establishing the online presence for an emerging brand
- Creating campaign materials and point-of-sale creatives
- Managing the pattern library for business websites