



# Wai Law

Digital Solutions & Customer Experience Professional

Melbourne, Australia

0491 035 394

[hello@wailaw.me](mailto:hello@wailaw.me)

[My website](#)

[Linkedin](#)

## PROFESSIONAL SUMMARY

Digital professional specialising in web solutions, CRM implementation, and customer experience optimisation. Proven track record of improving user engagement and conversion rates through strategic digital initiatives and customer-focused systems.

## KEY SKILLS

- Web Design & Development
- UX Design
- CRM Implementation & Strategy
- Content Strategy & Development
- Digital Analytics & A/B Testing
- Brand Guidelines & Asset Management
- Stakeholder Communication
- Optimising Customer Journeys

## PROFESSIONAL EXPERIENCE (LAST 6 YEARS)

### Digital Solutions Specialist | Wai Law ABN | Sep 2024 – Present

- Design and develop custom web solutions for business growth and customer engagement
- Implement and optimise CRM systems to enhance customer relationship management
- Guide organisations in scaling their digital presence through systematic approaches

### Product Experience Designer | IntelligenceBank | Aug 2022 – Jul 2024

- Managed digital asset workflows and brand guideline implementation
- Led team of 2 designers in delivering cohesive brand experiences
- Developed and maintained comprehensive design system

### Digital UX Lead | City of Boroondara | Feb 2021 – Aug 2022

- Achieved 158% increase in audience engagement through targeted digital optimizations
- Increased mobile engagement from 2% to 41% through responsive design strategies
- Implemented WCAG 2.1 AA compliance standards, ensuring content reached all audience segments
- Coordinated multi-channel digital initiatives across various platforms

### Web Designer | Helloworld Travel Limited | Jul 2018 – Feb 2021

- Achieved 4% increase in conversions through optimised digital experiences
- Improved team efficiency by 25% through standardised component implementation
- Coordinated with multiple departments to deliver integrated digital solutions

## EDUCATION

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