

Edward Law

Senior UXUI Designer | Design Systems Specialist

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EXPERIENCE

Visual Designer | Telstra (Melbourne, Australia)

Oct 2021 - Dec 2025

- **Enterprise System Architecture (TEDUI):** Architected the TEDUI layer to bridge critical functionality gaps within the **Able Design System**, specifically addressing complex B2B requirements for enterprise-scale platforms.
- **Measurable Product Impact:** Drove a **+24 point increase in NPS** and **40% year-on-year lead growth** by optimizing core enterprise user journeys and platform performance.
- **High-Level Accessibility:** Championed inclusive design by ensuring all enterprise components met **WCAG 2.1/2.2 AA** standards, while targeting **AAA compliance** for high-priority user paths.
- **Systems Governance:** Implemented a **"Keep, Adapt, or Create"** audit framework to evaluate legacy components, significantly reducing design-to-dev handoff time and system technical debt.

Senior UXUI Designer (Lead) | New World Construction (Hong Kong)

Mar 2018 - Apr 2021

- **Product Launch (CIA):** Led the zero-to-one design of **Construction Information Anywhere**, a greenfield platform digitizing complex on-site construction workflows.
- **System Foundation:** Established the platform's first internal style guide and custom patterns for integrated mobile and web features.
- **Operational Oversight:** Managed production specs and design reviews with external vendors to ensure **1:1 fidelity** across iOS, Android, and Web.

Co-founder | Petabowl (Hong Kong)

May 2017 - Mar 2018

- **Brand Ownership:** Managed the end-to-end branding and digital identity, executing creative concepts across all physical and digital touchpoints.

Digital Art Director | TBWA\ (Hong Kong)

Jul 2015 - May 2017

- **Creative Leadership:** Directed visual style and strategy for high-profile global accounts, including **Standard Chartered Bank, Lee Jeans, and Formula E.**
- **Mentorship:** Mentored junior designers and led creative brainstorming sessions with executive directors to drive strategic project goals.

Art Director | Publicis / FevaWorks Solutions (Hong Kong)

2012 - 2015

- **Campaign & Identity Design:** Produced strategic digital assets and brand identities for Nestle, Garnier, and Citibank.

SKILLS & AI COMPETENCIES

- **AI-Augmented Design:** Prompt Engineering, **Claude Code** (AI-driven development), **Figma MCP** (Workflow Automation), **Loveable** (Full-stack prototyping), **Jitter** (AI Motion Design), and Generative UI.
- **Design Expertise:** Product Design, Design Systems (Tokens/Variables), UI/UX Design, Art Direction, Visual Design.
- **Accessibility:** WCAG 2.1/2.2 (AA/AAA), Inclusive Design, Accessibility Auditing & Remediation.
- **Strategy:** NPS Optimization, Stakeholder Management, Design Governance, Cross-functional Handoff.
- **Technical Tools:** Figma (Advanced), Adobe Creative Suite, Webflow.

EDUCATION & CERTIFICATIONS

- **GenAI Mastery: AI x Advanced Core Skills** | *Completed 2025*
- **Bachelor of Arts in Digital Media** | Swinburne University of Technology (2011)
- **Diploma in Digital Media** | Media Design School (New Zealand)
- **Languages:** English (Fluent), Cantonese (Native).