

I'm a Senior Product Designer with 6+ years designing complex B2B and B2C products, from operations platforms to customer-facing apps. I start by understanding how people actually experience a problem, using qualitative research, workshops and usability testing before I open Figma, then turn ambiguous briefs into user journeys, tested prototypes and accessible, scalable solutions. I pair qualitative insight with quantitative validation, and use AI tools to speed up prototyping, documentation and handover without skipping the validation that makes a design work.

Experience

Senior Product Designer @ Entain AU & NZ

May 2022 - Present

Own end-to-end design for regulated, high-volume products across 6 brands, native and web. Work daily with Product Managers, Engineers and SMEs across different departments, facilitating workshops where stakeholders don't always agree and turning competing needs into clear priorities and shared decisions. Architected and govern the multi-brand design system, and help designers and engineers adopt it through design reviews, documentation and handover standards.

Key achievements:

- Redesigned the information architecture and navigation of an internal operations platform used by 5 departments, aligning stakeholders through cross-departmental workshops and usability testing. Cut clicks by 30%.
- Designed a modular, self-serve bonus configuration system with a plain-language rule builder, agreed with Product and Engineering, removing developer dependency and cutting campaign launch time from weeks to minutes.
- Architected a multi-brand design system (native and web) with semantic tokens and WCAG accessibility built in, and now govern it as the single source of truth for design and engineering.
- Ran mixed-methods research on a customer-facing redesign: moderated testing with 8 users, then a survey of 1,329 customers to validate design decisions at scale.
- Optimised design-to-dev handover with one-click brand mode switching in Figma and AI-assisted specs that embed interactive prototypes and state documentation, cutting handover prep time by 60% and halving developer clarification requests.

UX/UI Designer @ simPRO Software

Jun 2020 - May 2022

Led human-centred design research with enterprise clients, running interviews, workshops and usability testing to turn ambiguous B2B SaaS requirements into scalable, accessible experiences. Took product owners' briefs, asked the right questions early to clarify scope and success measures, then used rapid prototyping and co-design to simplify complex workflows and standardise iconography across platforms.

Key achievements:

- Prototyped a greenfield product within 2 months to validate market viability ahead of investment. Delivered 15+ product features annually.
- Shipped 15+ product features a year for enterprise clients.
- Redesigned legacy interaction patterns, significantly reducing configuration friction for end users.

Web/Graphic Designer @ simPRO Software

Feb 2019 - Jun 2020

Led end-to-end design strategy for the simPRO web ecosystem, establishing global brand systems and transforming complex enterprise workflows into intuitive multi-channel marketing assets.

Key achievements:

- Launched an 80-page website within 3 months, driving a 30% increase in user traffic.
- Established simPRO's brand guide, standardizing visual identity across all channels.
- Created motion design assets that simplified communication of complex product workflows.

Earlier Career

Web/Graphic Designer @ Reward Hospitality

Sep 2018 - Feb 2019

- Delivered the annual product catalog ahead of schedule with zero production errors.
- Standardized multi-channel marketing assets (eDMs, social, digital banners) to reduce layout friction.

Graphic Designer @ Orchid Wine Estate

Nov 2016 - Aug 2018

- Designed premium wine packaging and marketing collateral, boosting customer satisfaction to 98%.
- Managed end-to-end print and bottling production, delivering \$10M+ in client projects on time, and earning the Best Employee Award.

Graphic Designer @ SOKO Design Studio (Part-time)

Jan 2015 - Oct 2016

- Designed retail and brand assets that drove measurable revenue growth for clients including Canon, Moët & Chandon, and Kirin.
- Co-created a viral photo campaign generating 500,000+ reposts and extensive media coverage.

Assistant Finance Officer @ Huawei Australia

Jan 2012 - Dec 2014

- Delivered timely AR reporting and collection forecasts to support senior management decisions.
- Partnered cross-functionally to streamline collections and consistently meet KPIs.

Skills & Tools

Product Design | Journey Mapping | Wireframing | Prototyping | UX Research | Usability Testing
Design Systems | Accessibility (WCAG) | AI-Assisted Design | Figma | Amplitude | Google Analytics
Photoshop | Adobe Illustrator | Adobe After Effects | HTML/CSS

Key Attributes

Problem Solving | Systems Thinking | Cross-functional Communication
Efficiency & Time Management | Creativity | Accountability

Education & Certifications

Advanced Diploma of Graphic Design
TAFE SA

2015 - 2016

Bachelor of Commerce (Accounting)
University of Adelaide

2008 - 2010

Google UX Design Professional Certificate
Coursera

Portfolio

www.shuhanwang.com