

I am a senior-level Product UX/UI Designer with 6+ years of experience leading end-to-end design for complex digital ecosystems. Currently operating at a senior capacity, I combine a systems-thinking mindset with advanced product strategy to balance immediate problem-solving with long-term scalable vision. I excel at aligning cross-functional stakeholders and proactively leverage AI and prompt engineering to streamline workflows and amplify execution efficiency.

Experience **Product Designer @Entain Australia & New Zealand** May 2022 - Present

Lead end-to-end design strategies for core product workflows from research and prototyping to developer handovers, aligning system architectures with long-term business goals. Drive multi-brand Design System architecture across mobile and web platforms to scale visual languages. Partner with engineers and SMEs to deconstruct complex backend logic into high-quality features while defining product direction and execution priorities.

Key achievements:

- Led UX optimization by leveraging data-driven design on Racing and Promotion projects, successfully reducing user cognitive load and cutting clicks by 30%.
- Drove workflow optimization by implementing one-click brand mode switching in Figma, saving 60% of handover prep time for future rollouts.
- Streamlined automated handovers by using prompt engineering to embed interactive prototypes in documentation, reducing developer shoulder checks by 50%.

UX/UI Designer @simPRO Software Jun 2020 - May 2022

Executed user research-driven design to transform ambiguous business targets into scalable user experiences. Partnered closely with product owners to align product vision, utilizing rapid prototyping to simplify complex workflows and standardizing iconography across cross-platform assets.

Key achievements:

- Prototyped greenfield software within 2 months to validate viability.
- Delivered 15+ product features annually to maximize platform efficiency.
- Redesigned legacy interactions to drastically reduce configuration friction.

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 software workflows into intuitive multi-channel marketing assets.

Key achievements:

- Launched an 80-page website within 3 months.
- Driven a 30% increase in user traffic.
- Established the brand guide to standardize visual identity.
- Created motion designs that simplified complex workflows.

Web/Graphic Designer @Reward Hospitality Sep 2018 - Feb 2019

Managed end-to-end print and digital design pipelines, overseeing the layout and pre-press production of multi-page catalogs and monthly magazines. Developed multi-channel marketing assets, including eDMs, social media graphics, and digital advertising banners.

Key achievements:

- Optimized creative workflows to accelerate marketing team delivery speeds.
- Delivered the annual product catalog ahead of schedule with zero production errors.
- Standardized multi-channel assets to significantly reduce layout friction.

Experience (Cont.)	<p>Graphic Designer @Orchid Wine Estate Nov 2016 - Aug 2018</p> <ul style="list-style-type: none"> ● Packaging & Brand Design: Designed premium wine labels and marketing collateral based on client needs, boosting customer satisfaction to 98%. ● Workflow Optimization: Developed an "artwork-to-production" workflow that significantly increased operational efficiency and eliminated printing errors. ● Project & Print Management: Managed end-to-end printing and bottling coordination, successfully delivering \$10M+ in client projects on time during peak seasons to win the Best Employee Award. <p>Graphic Designer @SOKO Design Studio (Part-time) Jan 2015 - Oct 2016</p> <ul style="list-style-type: none"> ● Retail & Brand Design: Designed digital/print assets and retail graphics with interior teams, driving measurable revenue growth for clients. ● Commercial Photography: Created brand social media photography for premium clients, including Canon, Moët & Chandon, and Kirin. ● Viral Campaigns: Co-created an award-winning photo series generating 500,000+ viral reposts and extensive media coverage. <p>Assistant Finance Officer @ Huawei Australia Jan 2012 - Dec 2014</p> <ul style="list-style-type: none"> ● Financial Reporting: Delivered timely collection forecasts and monthly AR reports to support senior management decisions. ● Risk & Cash Flow Management: Analyzed departmental collections to eliminate bad debt and optimize company cash flow. ● Cross-Functional Collaboration: Partnered across business units to streamline collections and consistently hit KPIs.
Skills & Tools	<p>Product Design Wireframing Prototyping UX Research Usability Testing</p> <p>Design Systems Prompt Engineering Figma Amplitude Google Analytics</p> <p>Photoshop Adobe Illustrator Adobe After Effects HTML/CSS</p>
Key Attributes	<p>Problem Solving Systems Thinking Cross-functional Communication</p> <p>Efficiency & Time Management Creativity Accountability</p>
Education	<p>Advanced Diploma of Graphic Design 2015 - 2016 TAFE SA</p> <p>Bachelor of Commerce (Accounting) 2008 - 2010 University of Adelaide</p>
Portfolio	<p>shuhanwang.com Password: viewmore</p>
References	<p>UX Lead <i>Contact details available on request.</i> Entain Australia & New Zealand</p> <p>Design System Lead <i>Contact details available on request.</i> Entain Australia & New Zealand</p>