

Ian Wong - Brisbane QLD

Product Designer (UX/UI) | Enterprise & Workforce
Platforms | Accessible Digital Services

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Summary

Product designer with over 4 years experience leading UX and UI initiatives across enterprise and workforce platforms. Skilled in simplifying complex processes into intuitive, accessible digital experiences that drive measurable adoption and efficiency.

Experienced working within multi-disciplinary agile teams and mentoring peers in best-practice design systems. Committed to delivering inclusive, user-centred services that uphold APS Values of integrity, service and excellence.

Career History

Sime Darby Berhad

Nov 2021 – Oct 2023

Product Design, Brisbane

- Designed and launched the yourHD employee platform, a cross-platform gateway for over 6000 staff, achieving 89% adoption in Australia and 70% in Malaysia within the first year.
- Delivered the Career Progression feature, digitalising job reclassification for over 2000 operational staff, replacing legacy paper-based forms that achieved a completion rate of 90% within 2 months of release.
- Established a structured, component-based design system in Figma, enabling scalability of WCAG-compliant interfaces across multiple brands and teams.
- Partnered with developers and product owners to embed the system into agile delivery workflows, ensuring design consistency and accessibility across platforms.

Travel Break

Nov 2023 – Sep 2025

- Took a planned career break to travel internationally, broaden cultural perspectives, and return with renewed creativity, adaptability, and focus.

Hastings Deering AU

Nov 2020 – Nov 2021

UX/UI Designer, Brisbane

- Designed and delivered an MVP order-tracking tool within 3 months, reducing inbound support calls by 11% and improving customer visibility.
- Conducted usability testing with 73 participants, identifying usability improvements that strengthened accessibility and navigation.
- Collaborated with change managers and developers in two-week agile sprints to ensure design alignment with business and technical requirements.
- Developed onboarding and communication materials that supported rollout and drove user adoption.

Freelance Web Designer

Sep 2019 – Mar 2021

Web Designer, Brisbane

- Designed and launched websites for local businesses, focusing on usability, conversion, and brand alignment while managing client communication and project delivery independently.

Education

Bachelor of Information Technology

Major in User Experience Design

University of Queensland

Courses & Certifications

Design System 101 – Design System University | Completed May 2024

Foundations of AI – Interaction Design Foundation | Completed Apr 2024

Sustainable Growth Playbook – The Craft | Completed Jun 2024

Introduction to Data Analytics – TAFE NSW | Completed Oct 2025

Skills

Design: UX/UI Design, Prototyping, Design Systems, Accessibility

Research: Discovery Workshops, Journey Mapping, User Interviews, Usability Testing

Collaboration: Agile Delivery, Design Reviews, Stakeholder Engagement, Facilitation

Tools: Figma, FigJam, Miro, Jira, Confluence, Maze, Adobe Creative Cloud