

Russell Saw

RS/O

UX Designer / Front-End Developer

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UX Designer and Front-End Developer with **4+ years** owning end-to-end product design across internal systems and customer-facing platforms. Delivered measurable impact including scaling online transactions from **400K to 1.9M annually** and digitising core workflows across five regions.

Sole designer within an internal product team, driving UX strategy, defining product requirements, and delivering production-ready solutions in a legacy-heavy environment.

Experience

UX UI Designer & Front-End Developer

July 2021 – Present

Oriental Merchant (OM Dev Team) – Melbourne, Victoria

- Sole UX designer across **15+ internal and customer-facing products**, owning end-to-end design from discovery to production
- Led UX direction in a legacy heavy environment, contributing to company wide digital transformation
- Scaled online transactions within different online platforms
- Delivered systems used across **AUS, NZ, Canada, UK, and NL**, improving cross team visibility and operational efficiency
- Led user research (task shadowing, contextual inquiry, interviews) to identify workflow inefficiencies and define product requirements
- Partnered with engineers and stakeholders to deliver scalable, production ready solutions balancing user needs and business objectives

Selected Work

Sales-IQ Ordering Platform

Customer-facing B2B ordering platform designed to feel like a modern retail experience

- Redesigned legacy B2B ordering platform into a modern, retail like experience
- Increased transactions from **400K → 1.9M annually (NL/EU region)**
- Simplified complex pricing, SKU grouping, and customer specific logic
- Delivered end-to-end UX from wireframes through to production
- Conducted usability testing / workshops with real customers to validate flows

Oriental Merchant Information System (ERP)

Modular internal platform connecting logistics, sales, warehouse, HR, and finance

- Led UX across **20+ interconnected modules** spanning logistics, warehouse, HR, and finance
- Digitised manual and paper-based workflows into scalable internal tools
- Enabled real time data visibility across departments and regions
- Reduced approval times and eliminated input errors through structured UI and validation
- Introduced systems supporting analytics and operational tracking
- Improved operational efficiency through optimisation of inventory, transport, and workflow systems
- Defined product features and workflows by balancing user needs, technical constraints, and business requirements

Skills and Tech

UX & Product Design

UX Research, Workflow Design, Task Analysis, Wireframing, Prototyping, Usability Testing

Tools

Figma, Framer, Adobe Creative Suite

Front-End Development

Angular (NgRx, RxJS), React, Next.js, TypeScript, JavaScript, HTML, SCSS

Workflow & Systems

Git, REST APIs, PostgreSQL, Jira, Vercel