Russell Saw
UX Designer / Front-End Developer

RS/D

Melbourne, Victoria AU

✉ russell_saw@yahoo.com.au   🌐 <u>russellsaw</u>.design   📞 (+61) 0432 421 087

UX/UI Designer with a technical edge, 4+ years experience leading design and front-end build of internal platforms across logistics, sales, and operations. I specialise in translating everyday workflows into digital tools that reduce admin, increase clarity, and drive measurable business outcomes. Currently ready to step into a mid-level role in a motivating, collaborative environment.

Experience

UX UI Designer & Front-End Developer
Oriental Merchant (OM Dev Team) – *Melbourne, Victoria*   **July 2021 – Present**

- Led UX (sole designer) and front-end delivery across **15+ digital projects**—some spanning 5+ regional teams—kickstarting company-wide digital transformation in a legacy heavy environment. Designed apps used by 80+ staff globally and grew online order transactions from 400K to 1.9M annually in just a single region.
- Conducted user research through journey mapping, contextual inquiry, and task shadowing to uncover workflow inefficiencies and guide feature definition.

Key Projects

Sales-IQ Ordering Platform (B2B → B2C-like experience)
A customer-facing ordering website built to feel intuitive and familiar, like a retail e-commerce experience while also serving wholesale buyers.

- Redesigned a legacy B2B portal (built by our team in junior years) into a responsive, visually modern interface optimised for bulk order workflows. (Think Coles / Woolworths online shop for store owners)
- Rollout in NL/EU Region has seen online order transactions rise from 400K pre-revamp to 1.9M in last financial year.
- Balanced user friendliness with complex pricing structures, SKU grouping/promo, and customer-specific logic.
- Led UX from wireframes to production, conducting end-user interviews and usability testing with actual clients.

Oriental Merchant Information System (Company ERP)
An internal platform made up of 20+ modular applications designed to digitise and interconnect every department—from logistics and sales to HR and finance.

- Led UX across all modules, working closely with staff through task shadowing and interviews to deeply understand and improve real day to day workflows.
- Replaced outdated manual processes with tailored digital tools and eliminating paper workflows (e.g. Driver app instead of paper routes or Digitised warehouse ordering with automated reorder suggestions, no more monthly Excel sheets and scattered forms)
- Designed systems now used daily by 40+ staff across AUS, NZ, Canada, UK, and NL—improving efficiency and enabling real-time data visibility between teams.
- Reduced approval times significantly through automated correspondence, removed any possibility of input errors with better UI and validation, and enabled company wide analytics by fully digitising operational data.

Skills and Tech

UX & Design
- UX Research, Journey Mapping, Task Shadowing, Wireframing, Prototyping, Usability Testing
- Tools: Figma, Framer, Adobe XD/Photoshop/Illustrator, Canva

Front-End Development
- Angular (RxJS, NgRx), React, NextJS, TypeScript, JavaScript, HTML5, CSS/SCSS, Node

Dev Tools & Workflow
- Git, VS Code, Jira, REST APIs, PostgreSQL, Vercel

Education

Bachelor of Information Technology (Cybersecurity), RMIT University — 2018 to 2021

Bachelor of Design (Architecture), Melbourne University — 2017