

Aaron Ooi

Lead Product Designer

I am an accomplished Lead Product Designer with 9 years of experience with a proven track record of enhancing user engagement and satisfaction across live streaming, entertainment, finance, ecommerce and energy sectors. I have successfully impacted millions of users through strategic and innovative design solutions. Based in Australia, open to relocate for new opportunities and adventures.

Email:

aaronooiweita@yahoo.com

Phone: +61415278156

Portfolio:

<https://aaronooiweita.com/>

LinkedIn:

<https://www.linkedin.com/in/aaronooiweita/>

EXPERIENCE

Easygo | KICK, Melbourne, Australia — *Product Design Lead*

January 2025 - Present

- Lead the end to end design strategy and execution for KICK's core streaming and monetisation features, aligning cross-functionally with product, engineering, and brand to deliver high-impact user experiences.
- Lead and mentor a team of product designers, providing 1:1s, career development guidance, and design critiques to elevate craft, align on product vision, and support individual growth within a high-performance culture.
- Collaborated closely with executive stakeholders and co-founders, balancing business goals with user needs to influence product roadmaps and prioritisation decisions.
- Shaped KICK's design culture by promoting open critique and knowledge sharing sessions across wider product and engineering teams.
- Elevated product quality through iterative testing, design reviews, and direct contribution to high-impact features ensuring solutions met both usability and performance benchmarks.

Westpac, Auckland, New Zealand — *Lead UX Designer*

August 2023 - December 2024

- Led the redesign of a complex, high-impact project redesigning (the Westpac Mobile Banking App) from discovery through delivery across web, mobile, and tablet platforms. Achieving an 80% increase in customer engagement.

SKILLS

- User Research
- Market Research
- Interaction Design
- User-flow
- Wireframes/Mockups
- Competitor Analysis
- Journey Maps
- Information Architecture
- Web Design
- Usability Testing
- HTML, CSS & JavaScript
- Workshop Facilitation
- Design Thinking
- Human Centered Design
- Rapid Prototyping
- Design Systems
- Product Design
- Stakeholder management
- Mentorship
- People management
- Design Strategy
- Cross-functional leadership
- Accessibility

TOOLS

- Figma

- Planned and facilitated user research to gather stakeholder insights and validate design decisions for (the Westpac Notification, Cards Hub and Transaction feature). I conducted usability tests with over 30 users. I translated these insights into actionable design improvements, resulting in an 80% increase in customer engagement.
- I had built a strong cross-functional collaboration effectively with various teams and designers to ensure seamless design implementation, resulting in an 90% improvement in design quality through mentorship and guidance.

ClearPoint (Contact Energy), Auckland, New Zealand – Lead UX Designer

November 2022 - July 2023

- Led the user research process, conducting over 20 qualitative user interviews and surveys to understand needs and preferences, resulting in a 50% increase in user satisfaction and engagement.
- Developed intuitive information architecture and navigation structures, which reduced user navigation time by 30% and improved task completion rates by 20%.
- Created and refined wireframes and prototypes, iterating based on feedback from 20 usability tests, leading to a 50% increase in user engagement.
- Collaborated closely with developers to ensure design solutions were feasible and aligned with project requirements.
- Mentored 2 junior designers, providing guidance and support that improved design quality, design process and best practices.
- Collaborated with the Head of Design and fellow designers to identify and address gaps in design practices, specifically reducing the time spent recreating components from scratch by enhancing the design system and process efficiency.

AskNicely, Auckland, New Zealand – Lead Product Designer

November 2021 - November 2022

- Mentor other members of the Product & Design team, both inside and outside of your product(s) on how to approach design problems, solicit feedback and drive for impactful outcomes.
- Collaborate across teams to generate, analyze, and act on feedback and data to deliver quality experiences.
- Work closely with Product and Engineering in the discovery and

- Adobe Creative Cloud
- Sketch
- Invision
- Dovetail
- Pendo
- Google Analytics
- Hotjar
- Askable
- Optimal Workshop
- Balsamiq
- Jira
- ClickUp
- Miro
- ChatGPT
- Gemini
- Lovable
- Vercel

EDUCATIONS

University of Waikato,
Hamilton, New Zealand –
*Postgraduate Information
Technology*

May 2018 - May 2019

University of Waikato,
Hamilton, New Zealand –
*Bachelor of Tourism and
Hospitality Management*

January 2011 - Jan 2013

**Dribbble, Online - Scaling
Design System**

June 2023

**Google, Online - Google UX
Design Professional
Certificate**

April 2021

hand-off of designs to ensure high-quality execution and adoption.

- Engage across all stages of product development using skills in conceptualizing, design systems, user interface, and user research.
- Conceptualize and detail user flows and end-to-end experiences via mockups, process flows, and prototypes.
- Apply strategic thinking to design and deliver innovative user experiences that drive business outcomes.

Tax Management New Zealand, Auckland, New Zealand – Lead UX Designer

August 2019 - November 2021

- I had led projects to overhaul some key product features (request quote, request finance and dashboard redesign) and coordinate with product management, marketing, and engineering to integrate new design concepts that simplified processes and aligned with evolving business goals and user needs.
- Defined and delivered design artifacts (e.g., user personas, sitemaps, wireframes) and collaborated with cross-functional teams to ensure designs met business goals and technical constraints. Conducted user research and usability testing and developed detailed design documentation.
- Created detailed design artifacts, facilitated several workshops, and used Design Sprint and Design Thinking methodologies to align designs with user needs and business objectives. Incorporated feedback from over 20 users based on qualitative research into design improvements and ensured accurate implementation through comprehensive documentation and realistic release estimates.
- Achieved a successful feature and dashboard overhaul, enhancing usability and increasing user satisfaction by 80% based on positive feedback through NPS. The project led to a more intuitive user experience, accurate implementation of designs, improved team alignment, and a significant increase in user engagement and adoption.

PAST EXPERIENCE

- **Mustard Technology** — *Senior UX & UI Designer, Software Developer*
- **Freelancer** — *User Experience, Interface & Product Designer*
- **Livestock Improvement Corporation** — *BI Developer*
- **Nyriad** — *UI & UX Designer, Full-stack Developer*