

ESTHER WEI

Product Designer | UX/UI Designer

Crafting thoughtful digital experiences through research, strategy, and empathy

Human-centered product designer with a background in branding, service design, and UX/UI. I specialize in designing digital tools and services that connect deeply with user needs, combining research, cross-disciplinary strategy, and inclusive design. My experience spans NGOs, cultural initiatives, and public sectors, where I create experiences that are intuitive, accessible, and socially impactful. I bring a curious, optimistic mindset and a holistic approach to every collaboration.

Professional Experience

UX/UI & Product Designer

Torchlight Foundation | Aug 2024 - Present

Startup not-for-profit - Hybrid Role:

Branding • Website Redesign • App Design

This project marked a key step in my transition from branding to product design, allowing me to integrate my strategic roots with human-centered UX thinking.

- Led end-to-end UX and product design for EndAbuse, a digital tool supporting DV victims, using Lean UX and Agile practices
- Defined MVP features using MoSCoW and prioritisation matrices to align team on high-impact, feasible solutions
- Conducted desktop research, usability testing, and stakeholder/user interviews to inform decisions and prioritisation
- Created rapid wireframes and interactive prototypes; led testing sessions, synthesised insights, and iterated designs to better meet user needs
- Established WCAG-compliant design system to ensure accessibility and visual consistency
- Redesigned the foundation website to improve usability, structure, and accessibility across all devices
- Developed a complete brand style guide and unified visual identity across print and digital platforms

Education

Diploma of UX Design

@ General Assembly, Sydney

2019 - 2022

Master of Interaction Design

@ University of New South Wales

2019 - 2022

Core Skills

UX Skills:

- User Research
- Wireframing
- Prototyping
- Usability Testing
- UI Design
- Accessibility (WCAG)
- MVP Definition
- Journey Mapping
- Service Blueprinting
- Design Systems

Research Methods:

- Qual/Quant Research
- Co-design Workshops
- Interviews
- Surveys
- Desktop & Competitor Analysis
- Card Sorting

Tools:

- Figma • Adobe Creative Suite
- Miro • Notion • Jira • WordPress

Soft Skills:

- Strategic Thinking
- Storytelling
- Cross-functional Collaboration
- Presentation
- Stakeholder Engagement

Web/Digital Designer

Inner West Film Fest | Feb 2024 - Jun 2024

- Designed and launched a responsive festival website across desktop, tablet, and mobile
- Conducted competitor analysis and A/B testing to optimize navigation and content hierarchy
- Improved user engagement by 50% and reduced bounce rate by 28% through UX iterations
- Boosted ticket sales by 40% through improved layout, calendar UX, and shopping flow
- Created and maintained a design style guide to support branding consistency

UX Consultant

General Assembly, Sydney | Oct 2022 - Dec 2022

- Delivered end-to-end UX projects, including an e-commerce platform, AI behavioural app, and new service prototype
- Conducted research, stakeholder/user interviews, co-design workshops, journey maps, and persona development
- Created user flows, IA, wireframes, interactive prototypes, and usability testing sessions
- Collaborated in Agile sprints and presented projects to peers and industry mentors under real-world constraints

Service Designer

i2mago | Feb 2017 - Aug 2018

- Designed omni-channel service strategies for global FMCG clients including P&G and Aveeno
- Conducted customer research, behavioral analysis, and digital trend assessments
- Developed integrated experience strategies across e-commerce, social platforms, and offline campaigns
- Collaborated with design and dev teams to deliver immersive brand experiences, pop-ups, and content systems

Brand & Creative Strategist

GIMC | Feb 2013 - Dec 2016

- Conducted market research, desktop analysis, and stakeholder interviews for banking and public sector clients
- Crafted compelling brand narratives and campaign concepts based on strategic insights
- Developed branding and campaign assets; facilitated creative workshops with cross-functional teams
- Presented strategic direction and ideas to clients, supporting planning and implementation

Other Projects



Art Studio Co-founder & Instructor

2022 - Present

- Co-founded a community art studio and led creative workshops for children aged 6–13
- Designed a curriculum rooted in exploration, empathy, and design thinking—helping students build confidence and self-expression through visual storytelling