

Kissinger Hu

Senior UI/UX Designer

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Professional Summary

Senior UI/UX Designer with **5+ years** of experience delivering end-to-end product and UI/UX design for **large-scale enterprise and government-adjacent platforms**. Currently the **sole designer at Surf Life Saving Australia (SLSA)**, leading the design of **core system rewrites and new platforms** across desktop and mobile.

Specialised in **modernising legacy systems**, redesigning complex and outdated workflows into **clear, modern and user-friendly experiences** while preserving critical business rules, compliance and operational requirements. Strong experience in **complex workflows, membership and administration systems, form-heavy journeys, and scalable design systems**, working closely with cross-functional teams to deliver production-ready outcomes.

Skills

Design

- End-to-End Product & UI/UX Design
- Complex Workflow & Form Design
- Design Systems & Component Libraries
- Responsive & Mobile-First Design
- Interaction Design & Prototyping
- Stakeholder & Cross-functional Collaboration
- Accessibility-minded Responsive Design (web & mobile)
- QA Support & UI Validation

Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Jira
- Confluence

Technical

- HTML
- CSS

Languages

 English

 Chinese

Work Experience

Surf Life Saving Australia (SLSA)

UI Designer

05/2023 – Present | Sydney, NSW

Sole designer responsible for end-to-end design and modernisation of SLSA's core digital platforms supporting **members, administrators and operational services nationwide**.

SLS Hub – New Platform (Replacing Members Area) | Live

- Led discovery and end-to-end UX for a new lightweight national platform replacing the legacy Members Area
- Designed core journeys across **authentication, member access, applications entry points and shared modules**
- Created **light/dark themes** and scalable UI patterns to support accessibility and user preference
- Produced implementation-ready specs, prototypes and clear documentation to align stakeholders and engineering
- Supported post-launch iteration through QA feedback loops and continuous UX enhancements

SurfGuard (SG) – Core System Rewrite (Legacy Modernisation)

- Led the complete UX redesign for a legacy system rewrite, modernising long-standing workflows into scalable, consistent experiences
- Built and maintained a **shared design system/component library** across multi-module applications to improve consistency and delivery speed
- Delivered developer-ready designs (handover specs, clickable prototypes, interaction notes) and supported implementation quality
- Actively partnered with BA/engineering to ensure **business rules, edge cases, and data integrity** were accurately reflected in UX
- Supported QA cycles and refinements based on testing feedback and real-world operational constraints

Member Join & Registration – Compliance-heavy Journey

- Re-architected a complex, multi-step onboarding flow covering scenario selection, member/guardian details, declarations, fees and payment
- Simplified decision-making via progressive disclosure and rule-driven defaults, improving clarity without weakening compliance logic
- Designed reusable patterns supporting single vs multi-member registrations and adult vs junior membership scenarios

Master of International**Business**

The University of Sydney

01/2022 – 06/2023

Camperdown NSW 2006

Bachelor of Applied**Finance And Accounting**Australian National Institute
of Management and
Commerce

03/2019 – 07/2021

Eveleigh NSW

SurfCom ICEMS — Emergency / Incident Management Enhancements

- Designed improvements to time-critical notification and incident communication workflows where clarity and speed are essential
- Produced interaction models and prototypes to support reliable “in-the-moment” operations and cross-party communication needs

Life Byte System

UI/UX Designer

01/2023 – 05/2023 | Sydney, NSW

HubX — Fintech Trading & Risk Management Platform (B2B)

- Conducted UX audits and design reviews with PMs to identify usability gaps and improvement opportunities
- Defined component usage patterns and scalable UI conventions for complex data-driven workflows
- Built prototypes and documented requirements/decisions for engineering implementation
- Supported feasibility checks with working HTML/CSS knowledge and partnered with developers through delivery
- Contributed to QA by identifying UX issues and recommending practical fixes

Async Working

UI/UX Designer

04/2022 – 01/2023 | Melbourne, VIC

CourtCanva — Custom Specific (Basketball, Tennis...) Court Design & Ordering

- Designed and refined responsive web experiences to improve discoverability and usability across key purchase flows
- Collaborated with BA and developers in an agile environment, iterating designs through delivery and feedback cycles
- Produced prototypes and clear handover notes to support implementation and reduce ambiguity

Freelance

UI/UX Designer

06/2021 – 04/2022 | Sydney, NSW

NOOTEE — Note-taking App

- Ran user surveys/interviews, mapped journeys and performed competitive analysis to inform product decisions
- Translated insights into interaction improvements and clearer information architecture

JR Food Court - Office Canteen Lunch Ordering and Table Booking

- Designed a mobile-first app with attention to user flows, UI, iconography and brand assets
- Addressed real user pain points through simplified navigation and task-focused interaction design