Wai Phyo Aung

Unicorn Senior UI/UX & Product Designer

PORTFOLIO: https://waiphyoaungdesign.vercel.app **LINKEDIN:** linkedin.com/in/waiphyoaung-design

EMAIL: waiphyoaung.design@gmail.com **PHONE:** +66811174826

PROFESSIONAL SUMMARY

Senior UI/UX & Product Designer with 10 years of digital design experience spanning SaaS, e-commerce, automotive data platforms, and motion design. Experienced in leading end-to-end product design, building scalable design systems, and simplifying complex, data-heavy workflows through AI-first design workflow. Combines Figma-based product design with AI-powered ideation, rapid prototyping, and AI-assisted development to bridge the gap between design concepts and implementation. Brings a multidisciplinary perspective across user experience, visual communication, interactive motion, and emerging AI-driven design practices.

KEY SKILLS & TOOLS

SKILLS: Product Thinking, User Research, UX Strategy, Information Architecture, User Flows and Journeys Mapping, Usability Testing, Data-Informed Design, Accessibility (WCAG), Interaction Design, Visual Design, Responsive Design, Prototyping, Design Systems, Component Architecture, Design Tokens, Micro-Interactions, Developer Handoff, AI-First Design Workflows, AI-Assisted Ideation, Rapid Prototyping, AI-Powered UI Generation, Design-to-Code Workflows, AI-Assisted Front-End Development, Prompt Engineering, Human-in-the-Loop Validation, Motion Design, Storyboarding, Visual Storytelling, Video Editing, HTML, CSS, JavaScript, React, Tailwind CSS, Git & Version Control, Responsive Implementation

TOOLS: Figma, Figma AI, FigJam, Webflow, Framer, Google AI Studio, Google Antigravity, Codex, Claude Code, Cursor, Google Apps, JIRA, Copilot, Github, v0.dev, Vercel, Bitbucket, Lottiefiles, Adobe Creative Suite: Adobe After Effects, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe Firefly

PROFESSIONAL EXPERIENCE

2022-Present | Canada | Full-time, Remote

Senior UI/UX & Motion Designer — ***Empire Pixel Co., Ltd***

Key Achievements:

- Led end-to-end product design across digital products, translating user needs and business requirements into intuitive user journeys, wireframes, high-fidelity interfaces, and interactive prototypes in collaboration with cross-functional teams.
- Improved product usability and supported conversion-focused experiences by identifying UX pain points, refining information architecture, and iterating on interface designs based on user needs and product goals.
- Established reusable design systems across multiple web properties, creating consistent UI components, interaction patterns, and visual guidelines to support scalable design and more efficient implementation.
- Developed an AI-first design-to-development workflow using Figma and AI Tools to explore concepts, accelerate prototyping, and bridge the gap between design and front-end implementation.
- Strengthened product storytelling and visual consistency by integrating motion graphics, micro-interactions, and Lottie animations into digital experiences and marketing assets.

Key Responsibilities: Investigating UX design requirements and pain points, Developing and conceptualizing a comprehensive UI/UX design strategy for the brand, Producing Lo-fi designs, Hi-Fi designs, UI elements along with design system, Animations, GIFs, Lotties Files and Motion Graphics

Tech Stacks: Figma, Figma AI, FigJam, Webflow, Framer, Google AI Studio, Google Antigravity, Claude code, Cursor, Google apps, JIRA, Copilot, Github, v0.dev, Vercel, Bitbucket, Lottiefiles, Adobe Creative Suite: Adobe After Effects, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop

2020 – 2022 **Motion Graphics Designer** ***Global Innovation Media***

Myanmar | Full-time, On-site

Key Achievements:

- Delivered motion design projects from concept to final production, translating creative briefs into storyboards, animations, and visual narratives using Adobe After Effects and other tools from Adobe Creative Suite
- Enhanced campaign storytelling through animation, visual effects, video editing, and post-production, tailoring creative assets to the needs and formats of different social media platforms.
- Supported brand consistency across campaign deliverables by adapting motion graphics and visual assets to different content requirements and production formats.
- Streamlined the creative production process by coordinating concept development, storyboarding, editing, and post-production through a structured end-to-end workflow collaboration Product Managers, Producers and cross-functional teams.

Key Responsibilities: Leading Motion Design Projects, Product Concept Development, Storyboarding, Video Editing and Post-Production, Outputting Advanced Character Animation & Special Visual Effects

Tech Stacks: Figma, Google Apps, Adobe Creative Suite: Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator

2019 – 2020 **Video Editor** ***YTV Digital Free To Air Channel***

Myanmar | Full-time, On-site

Key Achievements:

- Transformed raw footage into broadcast-ready video content by shaping storylines, refining pacing, and combining visual sequences into cohesive narratives.
- Elevated production quality through color grading, sound design, music synchronization, and visual enhancements to create polished, engaging video content.
- Supported campaign and program delivery by organizing media assets, maintaining production files, and preparing video materials for broadcast requirements.
- Contributed to television programming and content production, including work associated with multiple TV programs and campaign launches.

Key Responsibilities: Editing Raw Footage into Polished Videos and Craft Engaging Storylines, Color Grading, Sound Design, Music Sync and Adding Visual Enhancements, Organizing and Archiving Media Assets

Tech Stacks: Google Apps, Adobe Creative Suite: Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator

2016 – 2019 **Freelance Creative Designer**

Myanmar

Key Achievements: Delivered end-to-end creative designs and animations for clients like Version X Entertainment, Midas Creatives, and MCIX, translating briefs into high-quality, production-ready assets under tight deadlines.

Tech Stacks: Google Apps, Adobe Creative Suite: Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator

EDUCATION

B.E. (Civil Engineering) with Hons: **October 2019**

University of Wolverhampton Wolverhampton, United Kingdom

LANGUAGES

English: ***Upper-Intermediate (B2),*** **Burmese:** ***Native***

REFEREES

1: Hafsa Anjum | Project Manager | Empire Pixel | hafsa@empirepixel.com | +92 345 184 9116

2: Fahad Qaiser | Art Director | Empire Pixel | designer@empirepixel.com | +92 334 242 8261