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 **ELVIN WONG**  
**PORTFOLIO**

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**UI / UX DESIGN • 02**

**DESIGN SYSTEM • 05**

**WEB DESIGN & DEVELOPMENT • 09**

**GRAPHIC DESIGN • 12**



## Digital Self-Service Optimisation

### The Challenge:

Optimise our self-service pages on Bankwest's website by decreasing volume of general enquiry calls to our support line.

### My Approach:

- **identify and analyse:** site-traffic, user journeys, key search terms

### Key Findings & Design Decisions

- **The top ten searched terms accounted for ~90% help page interactions**
  - **Action:** The user journeys leading to these pages, as well as text content within, became the focus for optimisation. This included **reviewing UI / UX** to improve page layout and ease of reading, and working with SEO manager and content writer to **simplify text copy**
- **Search quality within Help Hub was not optimised.** For example, searching 'lost credit card' would return product details that were not useful or relevant to user's search query
  - **Action:** I worked with web developers to **improve system search logic**, and **implement accessibility controls**

### Skills / Tools:

User Research, UI / UX Design, Design-Dev alignment, Cross-functional collaboration, SEO, Web Accessibility, Figma, Adobe Analytics, Adobe Experience Manager

### Outcome

#### Reduction in general enquiries achieved

Overall site-wide 13 17 19 interactions decreased by 5.95%.

#### Vastly improved user search experience

Code logic updated to show results that is contextual to user's journey (now searches within Help Hub pages, instead of searching entire website)

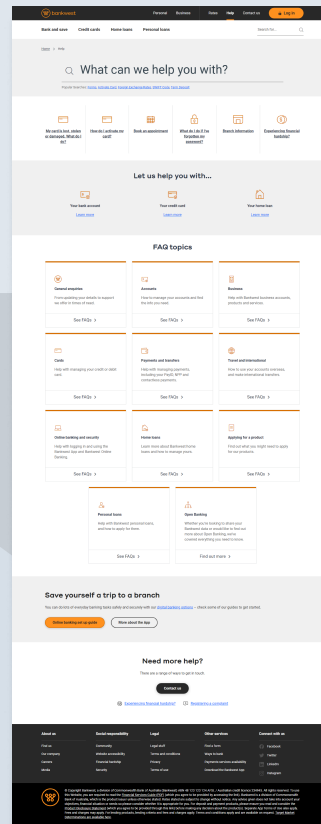
#### Decreased interactions with assisted-service pathways

across high-volume journeys

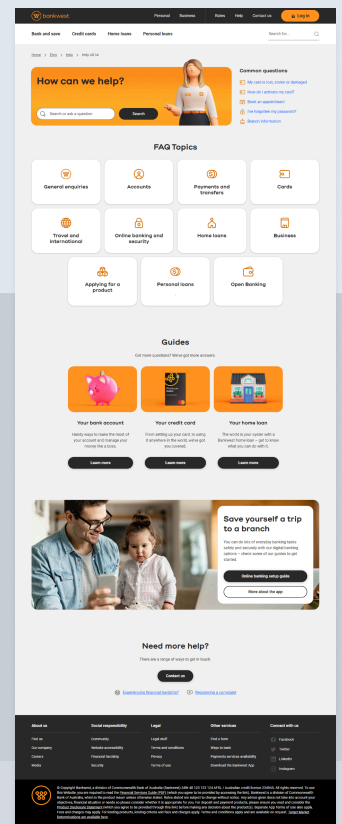
- Card activation: 67%
- Credit card applications: 61%
- Payment limit changes: 50%
- Lost or Stolen Cards: 29%

#### Increased engagement with preferred digital channels (app)

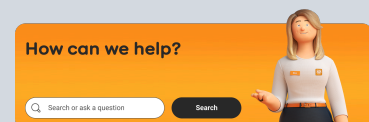
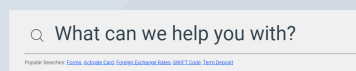
- lock card: 378%
- Online credit card application pathway: 50%



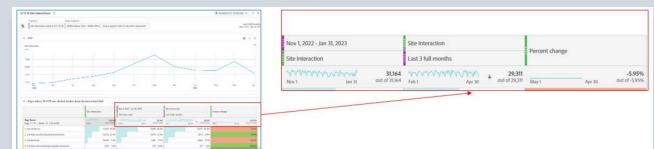
Before optimisation (example page)



After optimisation

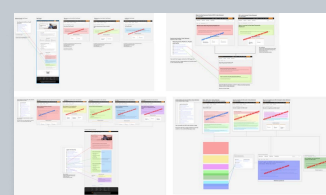


Example of UI/UX rework: stronger brand alignment, visual hierarchy improvement, accessibility implementation (focus and keyboard tabbing), code-logic updated to improve search



Impact: Overall site-wide 13 17 19 interactions decreased by 5.95% after implementation

(Nov 2022 - Jan 2023 vs Feb 2023 to Apr 2023)



Help pages simplification - content mapping example



## Broker Portal Optimisation

The Broker Portal is an online platform Bankwest brokers use to keep track of customer's home loan applications (both new and existing), as well as housing product and policy information.

## The Challenge:

### Business lacked understanding of a broker's day-to-day experience

- what was their general sentiment, or pain-points?
- how do they feel about navigation? Are they able to find the content accurately and with ease?
- page content: are they relevant? Any missing content?

With 70% of the bank's home loan portfolio originating through brokers, we knew there was little room for error - the experience had to be right from the outset.

### My Approach:

To understand the user problems, I mapped the relationship between Business Development Managers (BDMs) and brokers. While brokers were the primary users, BDMs provided close support, making it important to understand how both groups interacted with the platform.

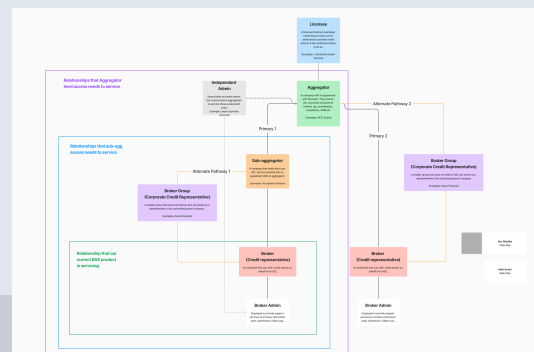
Working closely with a website producer, I developed a research plan outlining the key questions and assumptions we wanted to validate. We then conducted user interviews with a panel of BDMs and brokers from across Australia. The research included a range of activities designed to **uncover user needs, behaviours and mental models**, including journey mapping and card sorting to understand how users naturally grouped and organised information.

To complement the qualitative research, I also conducted quantitative analysis, including:

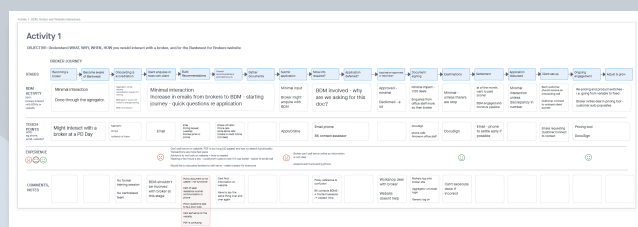
- Identifying the most frequently searched terms
- Reviewing the existing information architecture and navigation behaviour
- Analysing page content and identifying opportunities for improvement

The research findings and user feedback were synthesised into a set of key insights and recommendations, which were presented to the General Manager of Home Buying Distribution, and relevant stakeholders.

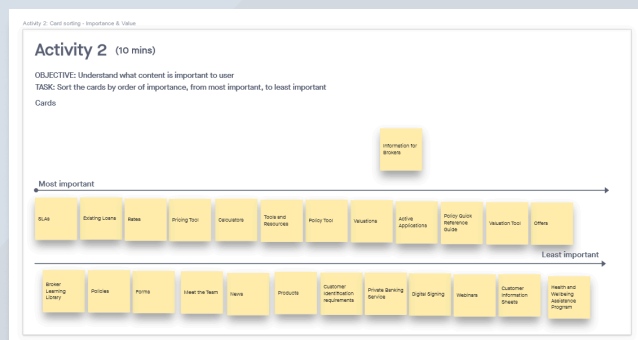
The recommendations focused on practical, actionable improvements that the dev team could implement to address the identified user problems. I also created a value-versus-effort matrix, helping product owners prioritise opportunities based on their potential impact and implementation effort.



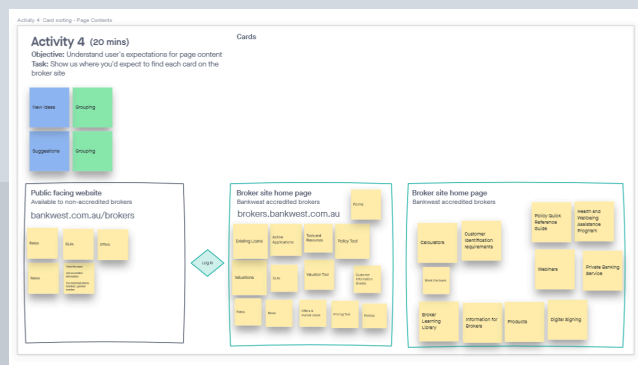
Relationship mapping



Activity to understand what, why, when and how users currently interact with the Portal



Card sorting activity to understand what content are most and least valuable to user



### Card sorting activity to understand user's mental model for grouping of content



## Broker Portal Optimisation (cont...)

### Key Findings & Design Decisions

- **Clickthrough analysis revealed top focal points for optimisation**  
which meant we could strategically rework these key pages to resolve the majority of pain points
- **99% brokers accessed the portal on desktop**  
**Design decision:** the reworked design for page interface should make maximise screen real estate usage
- **A lot of content is irrelevant to brokers and they do not scroll past the fold on the home page**  
**Design decision:** rework page layout to serve key links and content above the fold; remove unnecessary content
- **Top searches were "Postcode", "Postcode", "SLA"**  
**Action:** brokers used postcodes to determine which lending policies applied to this area, so we had to ensure discoverability for these documents were easily navigated to and logically placed
- **External and internal pages lacked structure and governance**  
**Action:** Worked with website producer to produce guidelines and guardrails for content publishers

### Skills / Tools:

User Research, Interviews, Workshop Facilitation, UI / UX Design, Cross-functional collaboration, Card Sorting, Journey Mapping, Figma, Adobe Analytics, Adobe Experience Manager, Adobe Activity Map

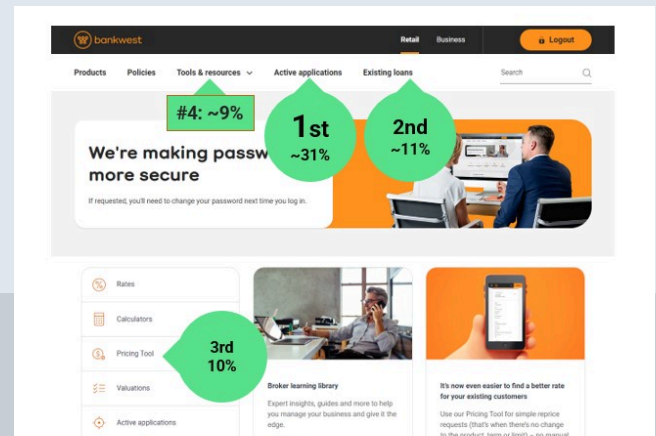
### Outcome

#### 2023 MFAA National Excellence Awards Recognition & Money Magazine Awards 2023 Home Lender of the Year Winner

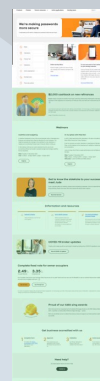
The changes to the broker portal experience led to Bankwest Brokers being recognised by Mortgage & Finance Association of Australia for excellence, as well as Money Magazine Awards Home Lender of the Year winner.

#### Broker Portal:

Our brokers are more digitally engaged with us ever than before. In FY22 to date, we've seen a 16.65% YOY increase to logins to our dedicated Broker Portal, with total page visits to the Portal around 1.7 million over the last 12 months. The number of unique visitors using the Portal has grown by 52.6% since FY20.



Activity mapping revealed focal points of opportunities for optimisation (Active Applications, Existing Loans, Resources, Pricing Tool)



Verbatim feedback and heatmap analytics revealed that users rarely scrolled beyond the top fold. This insight guided us to simplify the page layout and communicate the site's purpose more clearly upfront.

### Insights & Recommendations

#### General

| ID | Insight                                                                                                                                                                                                                                                         | Recommendation                                                                                                                                                                                                                                     | Notes                                                                                                                                                                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| G1 | Analytics report & broker feedback from Activity 3 & 4 indicated that Brokers would: <ul style="list-style-type: none"> <li>• immediately navigate to the primary content they were looking for</li> <li>• would not scroll past down the first fold</li> </ul> | <b>Nav menu rework</b><br>A) See 'Proposed nav menu change' mockup.<br>B) Suggest to increase scalability of menu by removing current max limit of items in one column (requires dev effort).                                                      | <b>B requires very minimal Dev support</b>                                                                                                                                             |
| G2 | SLA information (or a feed) ranked highly (Top 5) on Broker's most important content                                                                                                                                                                            | <b>Implement SLA feed</b><br>Brief investigations with Bankwest Retail Lending Operations and Web developers indicated significant challenges in: <ul style="list-style-type: none"> <li>- technical</li> <li>- process</li> <li>- risk</li> </ul> | <b>Requires further investigation with UX/dev squad</b><br>One possible approach requires a manual upload and publish from Web team at 9am daily, when the SLA is uploaded to the Hub. |
| G3 | Brokers have provided us feedback on which content are: <ul style="list-style-type: none"> <li>• relevant</li> <li>• not relevant</li> </ul>                                                                                                                    | <b>Revisit page content placement</b><br>Relocate, or delete, content in Broker Portal pre-login, post-login and sub-pages (eg Top 5 least important content)                                                                                      | <b>Producer to work with UX based on user research and analytics to determine content placement</b>                                                                                    |

Example of insights and recommendations deck



MFAA 2023 Non Major Lender Award Recognition  
Money Magazine Awards 2023 Home Lender of the Year Winner

## Design System for Bankwest Website

A scalable design system designed to enable the website team to plan out, and produce web pages for Bankwest.

### The Challenge:

The design agency responsible for Bankwest's rebrand only provided Brand and Marketing general guidelines and logo assets for the new brand. No website guidelines were given.

My task involved creating a design system that would align with key visual elements of the new brand, and introduce reusable components and page templates to help the website team deliver the project on time.

### My Approach:

#### Define core foundation elements

Tokens for typography, spacing, colours (including support for dark mode), corner radii responsive viewports formed the basis of all component design.

#### Design reusable components + page/section templates

These needed to support a variety of page functions (landing hub, campaign-oriented, product detail pages, support pages).

#### Systems documentation

Component specifications were written for developers to understand component limitations (e.g character limit, colour combination restrictions) and expected behaviour (e.g how it should look on dark mode, how does change visually if used on desktop vs mobile experience).

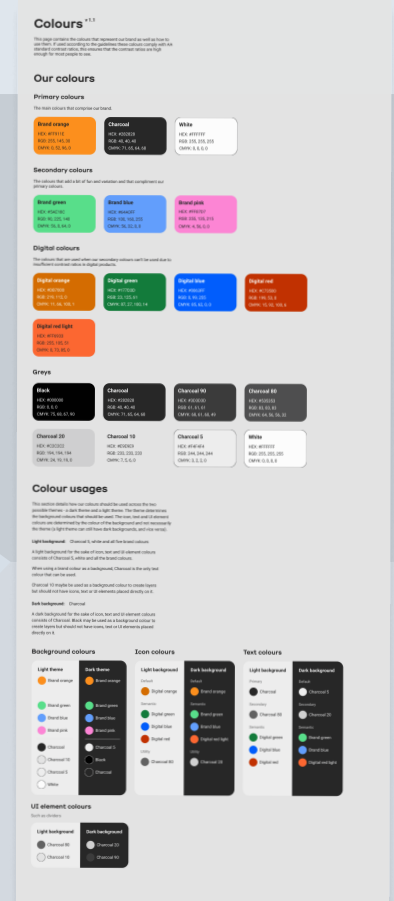
Similarly, for website producers and publishers, visual examples and guidelines aided in understanding of application of components within the pages.



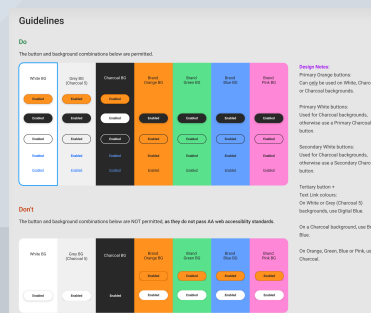
Bankwest rebrand in 2020 (new logo on right)



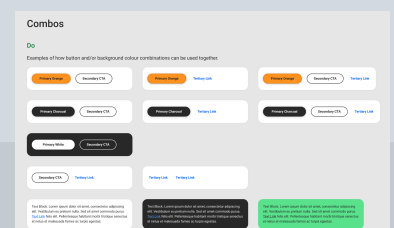
Typography



Colours



Button component example:  
Guidelines for Dos and Don'ts



Button component example:  
Allowed combination of pairings

# Tile Component

## Anatomy

**A** **Image** (optional)

- Responds to Column width
- Ratio is 3:2 (Width:Height)
- Linkable
- Limit: 1

**B** **Icon** (optional)

- 48x48
- Limit: 1

**C** **Image** (optional)

- Alignment (Horizontal): Left | Center | Right
- Alignment (Vertical): Top | Middle | Bottom

**D** **Image** (optional)

- Alignment (Horizontal): Left | Center | Right
- Alignment (Vertical): Top | Middle | Bottom

**E** **Text** (optional)

- Type: Single | Double
- Alignment: Left | Center | Right

**F** **Text** (optional)

- Type: Single | Double
- Alignment: Left | Center | Right

**G** **Text** (optional)

- Type: Single | Double
- Alignment: Left | Center | Right

**H** **Text** (optional)

- Type: Single | Double
- Alignment: Left | Center | Right

**I** **Text** (optional)

- Type: Single | Double
- Alignment: Left | Center | Right

**J** **Text** (optional)

- Type: Single | Double
- Alignment: Left | Center | Right

**K** **Text** (optional)

- Type: Single | Double
- Alignment: Left | Center | Right

[illegible]

# Flexi Blade

## Anatomy

The diagram illustrates the anatomy of a Flexi Blade, showing various components and their optional nature. The components are:

- Headline (optional)**: A pink circle with a line pointing to the headline text.
- Body Text (optional)**: A pink circle with a line pointing to the body text paragraph.
- Flexi Container (optional)**: A pink circle with a line pointing to the large pink rectangular container.
- Carousel (dependent)**: A pink circle with a line pointing to the carousel navigation dots.
- Disclaimer (optional)**: A pink circle with a line pointing to the disclaimer text.
- Background colours (optional)**: A pink circle with a line pointing to the background color options.

The Flexi Container contains the following content:

Headline

Body Text

Carousel

Disclaimer

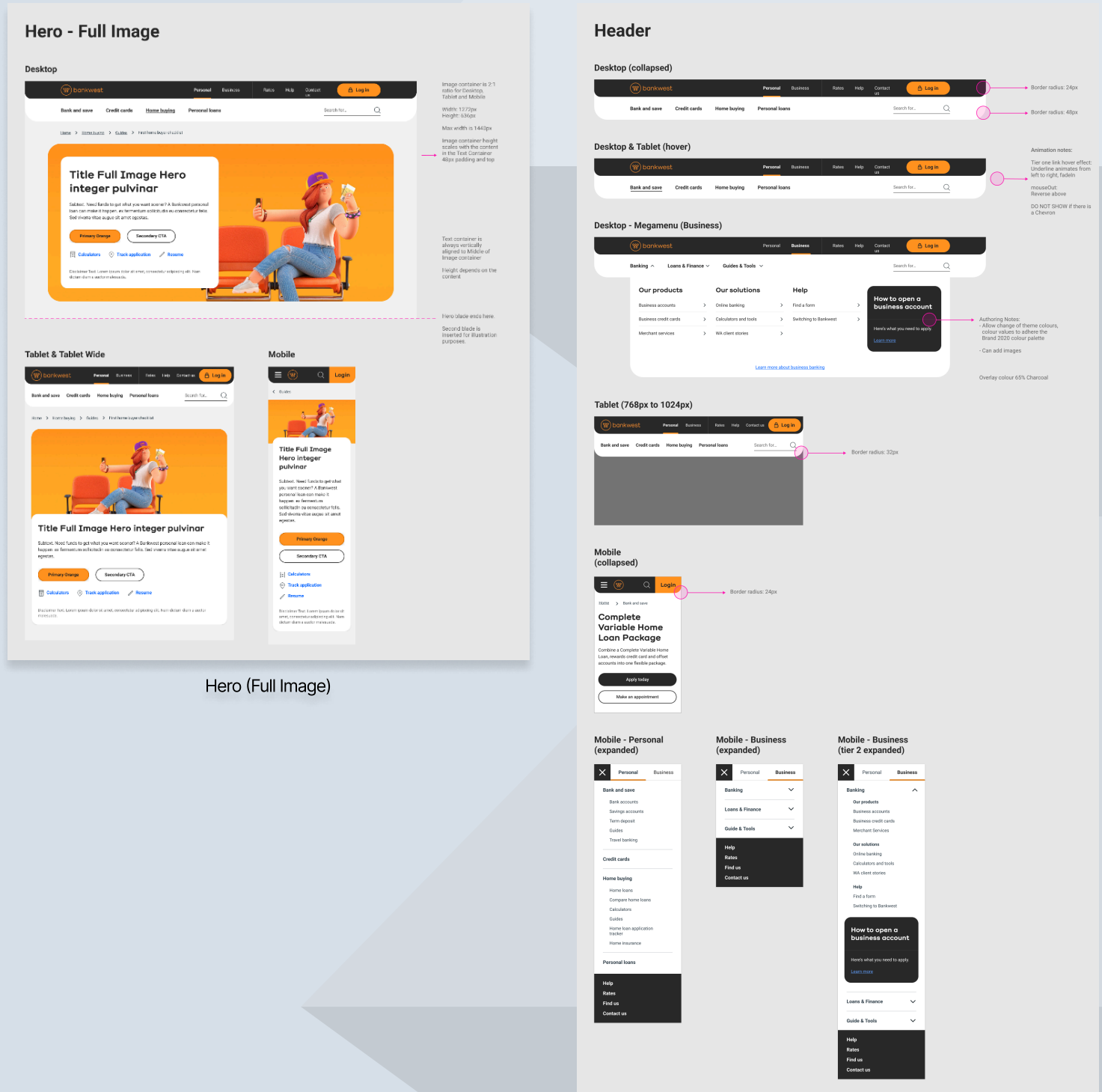
Background colours

Options

- ☐ Default
- ☐ White #FFFFFF
- ☐ Charcoal 5 #4F4F4F
- ☒ Charcoal #202020

Elvin Wong | 0403 265 847 | [elvinwong.com.au](http://elvinwong.com.au) | [elvinwongdesign@gmail.com](mailto:elvinwongdesign@gmail.com)

## Examples of responsive design considerations



## Header navigation



## Design System for Bankwest Website (cont...)

### Skills / Tools:

Design System Thinking, Design Tokens, Component Systems, System Documentation, Accessibility, Project Management, Cross team collaboration

Figma, Adobe Experience Manager

### Outcome

#### Successful website launch

The new look was received positively by customers, and the team delivered within a tight turnaround time.

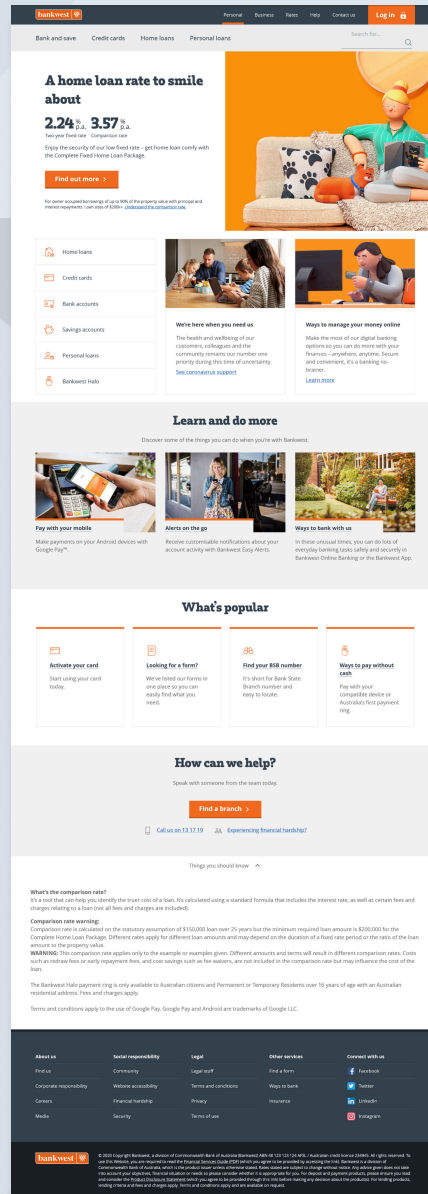
#### Improved website team efficiency

Web producers and publishers were able to preview webpage mockups quickly via my designs in Figma due to reusable components + page/section templates. I also created a 'GEL (global experience language)' within the content management system, allowing them to view the page responsively.

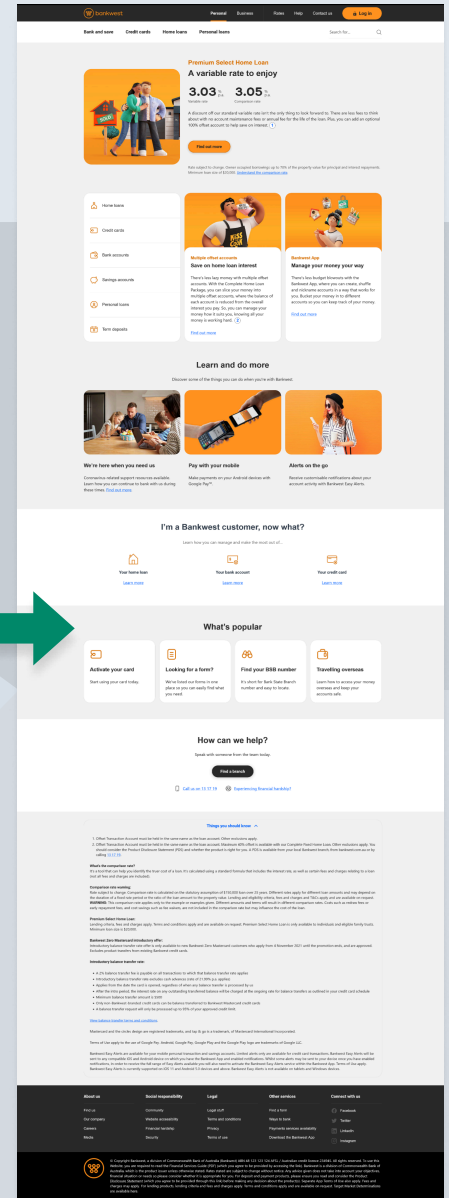
#### Improved Optimisation Management process

Optimisation managers were able to rapidly deploy A/B testing with page variants based on different layouts, again aided by the speed

Impact: Successful launch of rebranded website (80+ pages)



Before rebrand



After rebrand

# ELVIN WONG PORTFOLIO

## UI / UX DESIGN DESIGN SYSTEM WEB DESIGN & DEVELOPMENT GRAPHIC DESIGN

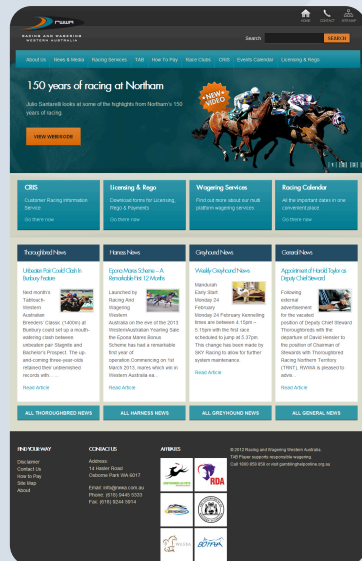
Examples of websites from  
**TABtouch and Racing & Wagering WA.**

These pages include:

- **customer-facing** (public website, campaign landing)
- **internal-facing** (business intranet, microsites)

Responsibilities:

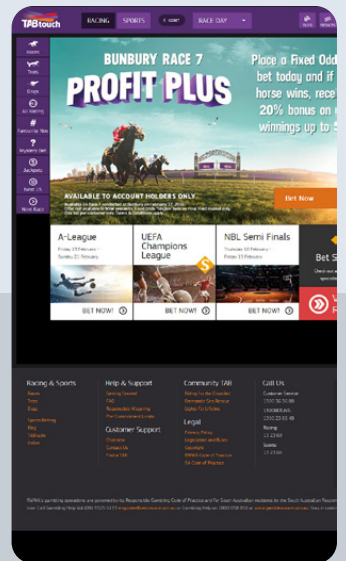
- visual design and concept
- web design
- web development



Racing and Wagering WA



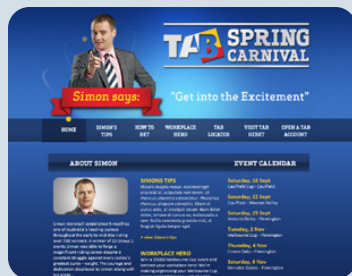
Bet Mobile landing page



TABtouch



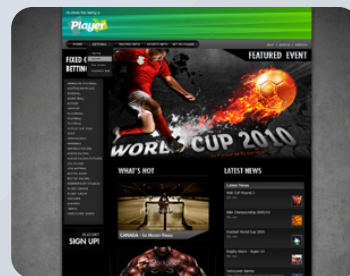
Favourite Numbers



TAB Spring Carnival microsite



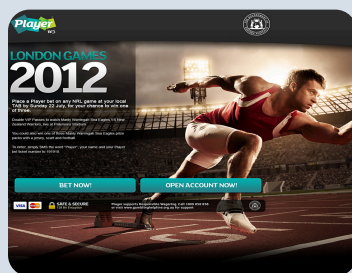
Hall of Fame



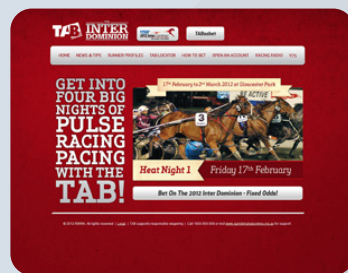
Player



TABs for Sale



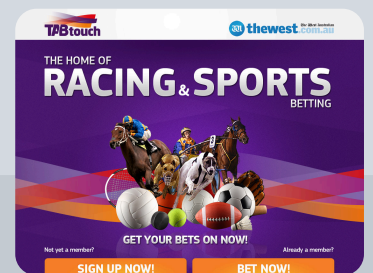
Player Landing page example



Inter Dominion landing page



TAB Punters Club microsite



TABtouch microsite



Additional website examples from  
**TABtouch and Racing  
& Wagering WA.**

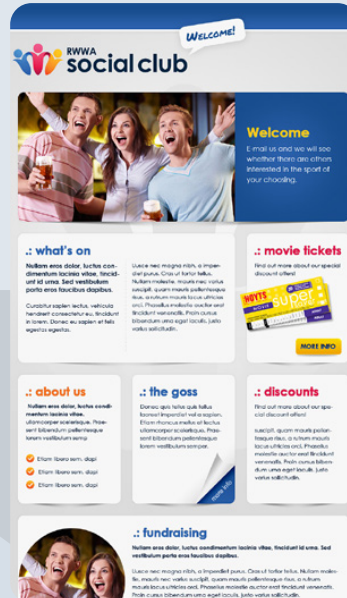
These pages were designed and developed for **internal staff**, such as the Rewards Recognition Portal and Social Club.

#### Responsibilities:

- visual design and planning
- web design
- web development



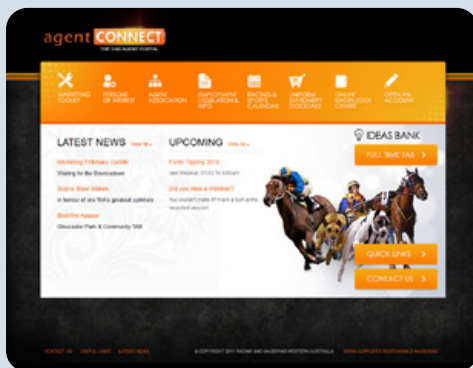
RWWA Employee Reward Scheme



Social Club page for HR



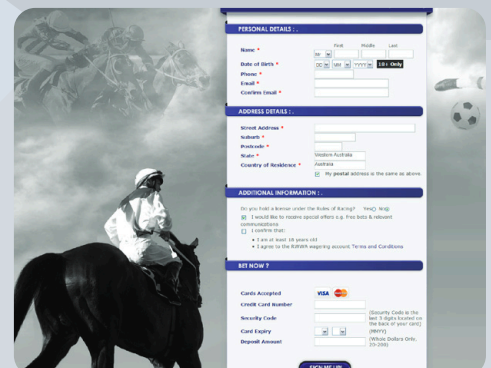
Perth Fashion Festival



Agent Connect - agency intranet



TAB competition page



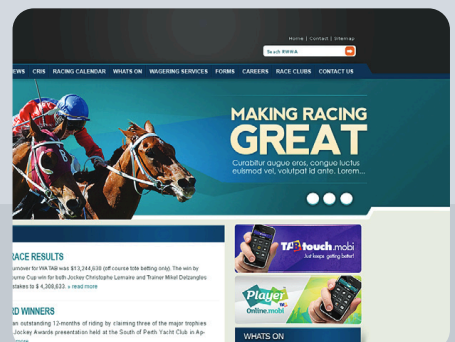
Customer form example



Christmas landing page for staff



Portal - company intranet



RWWA



# ELVIN WONG PORTFOLIO

## UI / UX DESIGN DESIGN SYSTEM WEB DESIGN & DEVELOPMENT GRAPHIC DESIGN

Sample work from working at smaller companies and freelance work.

I work closely with my clients to deliver and meet their requirements.

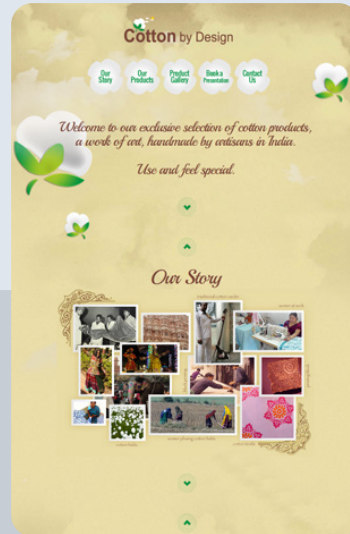
Mobile-first, responsive web design standards and frameworks such as Bootstrap and jQuery are used.

### Responsibilities:

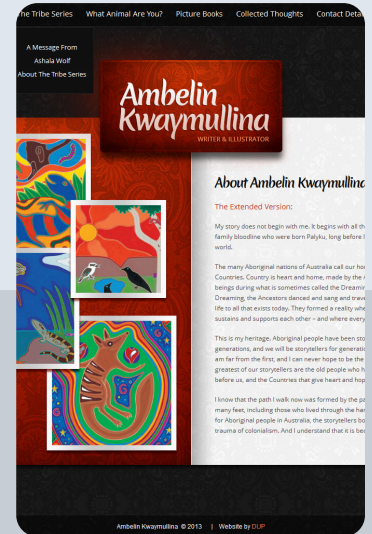
- visual design and concept
- web design & development
- consultation



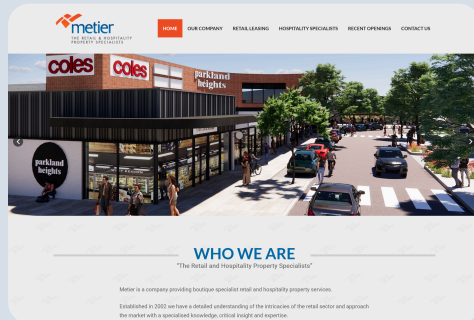
Presotea Australia



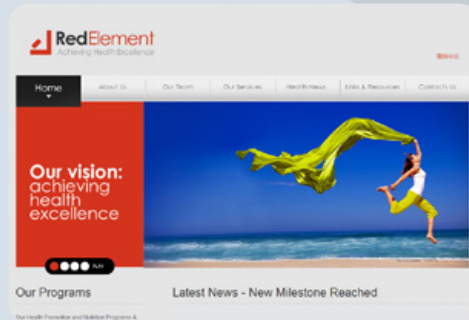
Cotton By Design



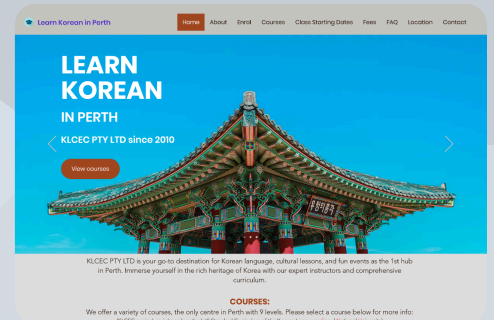
Ambelin Kwaymullina



Metier Consult



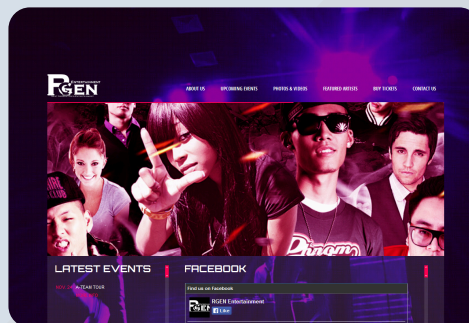
Red Element Health



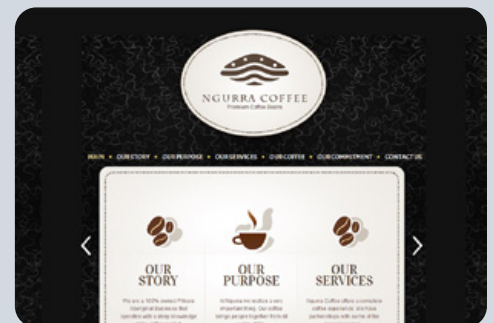
Learn Korean In Perth



Ivy Apartments



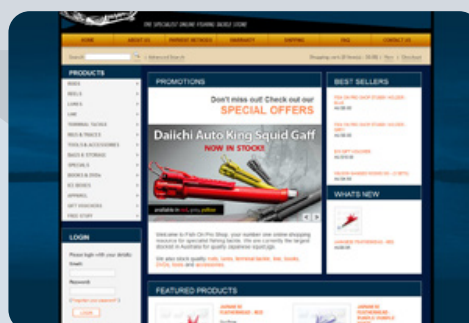
RGEN Entertainment



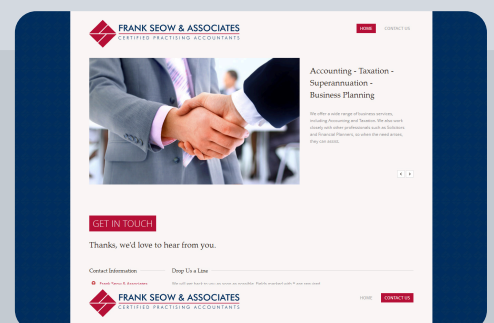
Ngurra Coffee



HYPE Dance Academy



Fish On Pro Shop



Frank Seow & Associates



UI / UX DESIGN  
DESIGN SYSTEM  
WEBSITE DESIGN & DEVELOPMENT  
**GRAPHIC DESIGN**

- Responsibilities:
  - creative direction
  - asset creation





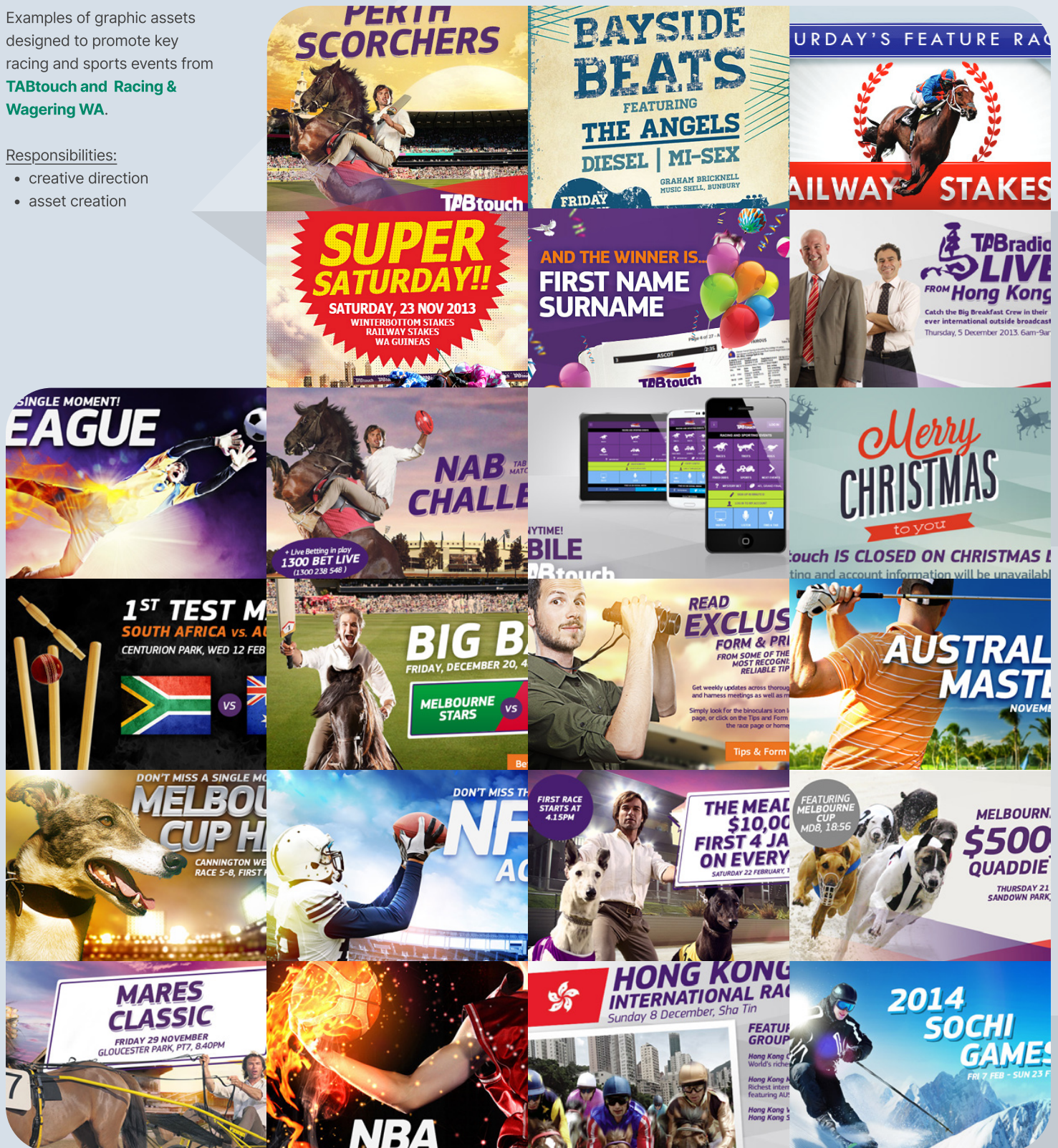
# ELVIN WONG PORTFOLIO

UI / UX DESIGN  
DESIGN SYSTEM  
WEBSITE DESIGN & DEVELOPMENT  
GRAPHIC DESIGN

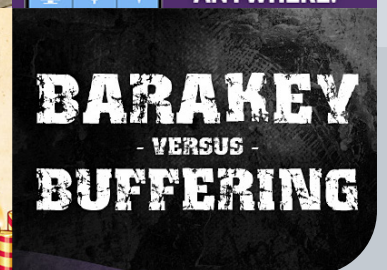
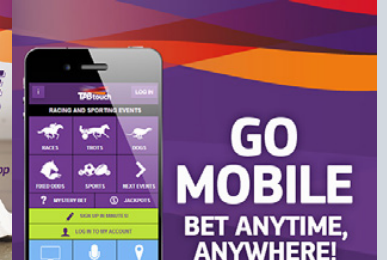
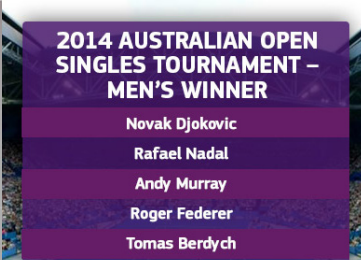
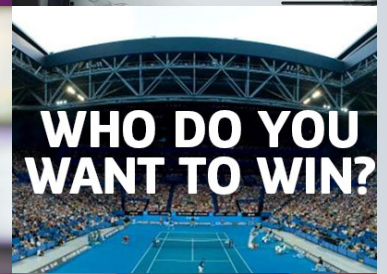
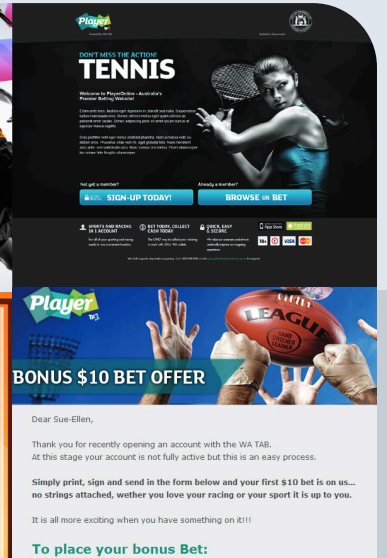
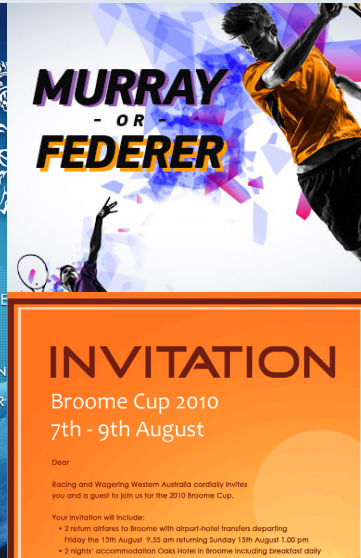
Examples of graphic assets designed to promote key racing and sports events from **TABtouch and Racing & Wagering WA**.

Responsibilities:

- creative direction
- asset creation









# ELVIN WONG PORTFOLIO

UI / UX DESIGN  
DESIGN SYSTEM  
WEBSITE DESIGN & DEVELOPMENT  
GRAPHIC DESIGN

Examples of interface and logo design from **TABtouch and Racing & Wagering WA**.

Responsibilities:

- interface design
- creative direction
- asset creation



Sports Trader



PEEL logo design



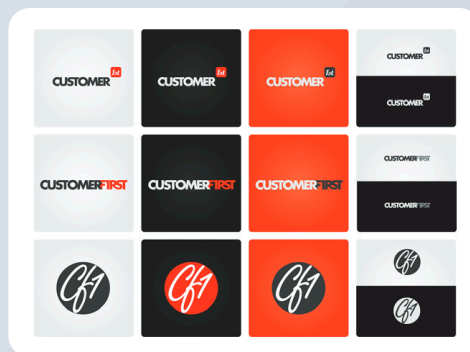
Project Connect logo design



Self Service Betting System UI



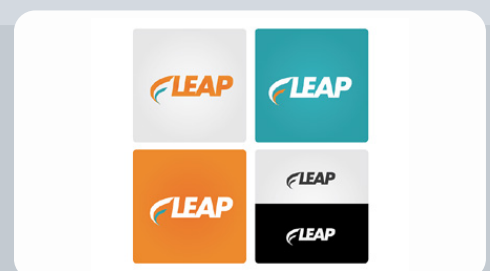
Social Club logo design



Customer 1st logo design



Reward Recognitions Programme logo



LEAP logo design