

# ARIANA YEUNG

## SENIOR PRODUCT DESIGNER

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### SUMMARY

Senior Product Designer with 5+ years experience designing conversion-focused web and app experiences within hospitality online ordering and customer loyalty platforms. Proven track record owning end-to-end design across white-label SaaS products, including customer-facing ordering flows and operator dashboards. Strong systems thinker with a sharp eye for visual polish, scalable components, and intuitive user journeys. Highly experienced working independently in lean, agile and collaborative product teams.

### PROFESSIONAL EXPERIENCE

#### Senior Product Designer

LOKE Digital

Aug 2021 - Present

Melbourne, Australia

**A hospitality technology platform helping venues personalise customer experiences to increase engagement, spend, and loyalty**

- Owned end-to-end design across customer-facing web and mobile ordering experiences and merchant dashboard tools supporting hundreds of hospitality venues in Australia, UK and the US.
- Led major redesigns of white-label ordering and loyalty products, balancing brand flexibility, visual polish, and conversion-focused UX.
- Designed a bespoke operator dashboard UX for hospitality businesses to manage their loyalty, promotions, transactional and customer data
- Designed a custom scalable enterprise ordering experience for a major US pizza franchise, solving complex configuration and modifier logic whilst visually updating their web and mobile ordering platforms within brand guidelines
- Crafted intuitive user journeys across key conversion pathways, from discovery through to checkout and repeat ordering.
- Built and maintained scalable design systems and reusable components in Figma.
- Partnered closely with product management and engineering to ship features under technical constraints and time pressure.
- Design work supported commercial growth and expansion into the US market.

#### UX/UI Designer

Shebah Rideshare

June 2019 - Aug 2021

Melbourne, Australia

**Shebah is Australia's first female driver rideshare platform that provides safe and accessible transport for women and children**

- Led UX/UI redesigns of rider and driver mobile apps for iOS and Android, focusing on safety-critical flows and accessibility.
- Designed onboarding and account management experiences via a web portal for new drivers.
- Collaborated with product, engineering, support, and marketing teams to deliver features from concept through to launch.
- Facilitated user research, stakeholder workshops, and design reviews to inform product decisions.

### SKILLS & EXPERTISE

#### Product & UX

- Conversion-focused UX design
- Customer-facing web & app design
- Operator dashboards & SaaS platforms
- White-label and multi-brand systems
- End-to-end feature ownership
- Responsive & mobile-first design
- Systems and component-based design

#### Design Practice

- Scalable design systems in Figma
- High-fidelity prototyping & visual polish
- User flow refinement & optimisation
- Cross-functional collaboration
- Communicating design decisions clearly to PMs and Engineers

#### Specialised Skills

- Extensive experience designing high-complexity digital products
- Familiarity with white-label SaaS products
- Strong understanding of conversion pathways and optimisation
- Comfortable working independently in remote-first, fast-moving teams
- Regular collaboration with engineering on feasibility and implementation

### EDUCATION

UX / UI Design - Academy XI, 2019

Bachelor of Science - Curtin University, 2004 - 2009