

SHANE EMPENIO

UX/UI Designer · Business Analyst · Digital Strategist

Melbourne, VIC, Australia · Full Australian work rights · Open to remote & hybrid

Portfolio: empenioshane.com · LinkedIn: linkedin.com/in/shaneempenio

PROFESSIONAL SUMMARY

Multidisciplinary designer and analyst with 5+ years delivering end-to-end digital experiences across B2B, SaaS, and e-commerce. I work fluidly across three connected disciplines: UX/UI design, business analysis, and digital strategy, turning research and data into measurable outcomes. From user research, wireframing, prototyping, and design systems through to recurring stakeholder reporting, GA4 and SEO audits, and competitive analysis, I bridge the gap between design intent, business goals, and developer execution. MBA-qualified.

CORE COMPETENCIES

UX/UI Design: User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, Responsive & Mobile-first Design, Design Systems, Design Tokens, Component Libraries, Developer Handoff

Business Analysis: Stakeholder Management, Requirements Gathering, User Stories, Sales & Channel Reporting, 80/20 (Pareto) Analysis, Freight & Cost Analysis, Product Performance Reporting, Dashboard Design, Agile / Scrum, Sprint Planning

Digital Strategy: SEO Strategy, GA4, Google Tag Manager, Google Search Console, SimilarWeb, Competitive Analysis, CRO, Email Marketing, Mailchimp, Strategic Action Planning

Tools: Figma, Adobe XD, Adobe Creative Suite (Illustrator, Photoshop), Power BI, Tableau, IBM Cognos, Excel (Advanced)

Development Literacy: HTML, CSS, WordPress, Webflow, Framer, Wix,

PROFESSIONAL EXPERIENCE

UX/UI Designer, Digital Strategist & Business Analyst *Present | Anouconcept/City Collection Melbourne, AU (Hybrid)*

- Assumed the full business analysis function following a BA departure, independently owning six recurring reports for senior management and the national sales team: Sales Report by State, 80/20 Sales Report by State, Chain Sales Report, Air Freight Cost Report, Product Report, and Business by Numbers.
- Delivered granular visibility across state-level channel performance, Pareto-based revenue concentration, chain account sales, freight cost, product mix, and consolidated KPIs — enabling data-driven decisions across sales, operations, and finance.
- Lead UX/UI designer and digital strategist for City Collection, a B2B corporate workwear brand, managing a full website redesign from discovery through developer handoff.
- Conducted a multi-source digital audit cross-referencing GA4, Google Search Console, and SimilarWeb against three competitors, identifying a critical email attribution gap and organic search opportunities.
- Designed an Intelligent Uniform Finder feature with multi-attribute filtering (gender, fabric, pattern, sleeve, colour) to improve product discovery for procurement users.
- Built and executed a 6-sprint agile delivery framework with QA checklists, sprint plans, feedback logs, and go-live documentation, delivered on time within an AUD \$2,800 contract scope.

- Produced a Strategic Action Plan covering LinkedIn advertising, referral partnerships, and organic SEO, scoped to a zero paid-search budget.

Freelance UX/UI Designer & Digital Consultant 2022 – Present | Independent Remote

- Delivered a government-facing design system and presentation templates for Collaboration.Ai (NetworkOS and CrowdVector products) under a tight deadline, managing client communication and a split delivery schedule.
- Designed and developed Payday, a full-stack personal finance web app (Node.js, Express, JWT auth, IBM Carbon Design System) supporting dual AUD/PHP currency, fortnightly pay cycles, and cross-device sync.
- Built a smoothie customizer web app for Yogurt Culture (DTC food brand) with live macro tracking, PHP pricing, a staff recipe guide, and a Signature 7 premium menu.

UX/UI Designer 2021 – 2023 | Basecode Pte. Ltd. · Singapore / Remote

- Delivered UX/UI projects for clients of a Singaporean digital consultancy, spanning user research, wireframes, high-fidelity prototypes, brand identity, and developer handoff.
- Collaborated with cross-functional teams such as product managers, developers, and business analysts in agile environments.

SELECTED PROJECTS

City Collection Website Redesign · UX Strategy · PM · Figma · WordPress · GA4

End-to-end redesign of a B2B workwear website, UX design, agile project management, and GA4/GTM integration. Identified and resolved a critical attribution gap pre-launch.

Payday — Budget Tracker App · Product Design · Node.js · IBM Carbon · Replit

A dual-currency, fortnightly budget tracker built for the Filipino-Australian experience. Three build iterations from prototype to production, including JWT auth and security hardening.

TeamCreator Redesign · UX/UI · Design System · Prototyping

Led the UI/UX redesign of a collaborative team-management platform, improving brand identity, onboarding flow, and interface clarity. Delivered an updated design system, responsive layouts, and interactive prototypes aligned to stakeholder feedback.

Blockchain Platform Design · UX/UI · Design System · Prototyping

Designed end-to-end member and admin interfaces with a comprehensive design system and interactive prototypes.

Collaboration.Ai Brand Identity · Brand Identity · Visual Design · Social Assets

Designed the brand logo and social media assets, improving visual consistency across digital and social platforms.

EDUCATION

Master of Business Administration (MBA) - Kaplan Business School, Melbourne

Bachelor's Degree - University of San Carlos, Cebu City

SHORT COURSES & CERTIFICATIONS

- **Foundations of User Experience (UX) Design — Google.**
- **Business Analysis & Project Management — Coursera Project Network** (Feb 2025).
- **Claude 101 — Anthropic** (May 2026): Completed Anthropic's course in using Claude for everyday work tasks and features.

VOLUNTEER EXPERIENCE & EXTRA-CURRICULAR

- **Deloitte Australia Data Analytics Job Simulation — Forage** (*Dec 2025*): Data analysis and forensic technology; built a Tableau dashboard and used Excel to classify data and draw business conclusions.
 - **Business Consultation Program — Practera & Kaplan Business School** (*Aug 2024*): Project Coordinator for a global marketing strategy for an Australian women's sports protection brand.
-

References *available upon request.*