SHANE EMPENIO

Product and UX/UI Designer · Design Systems · E-commerce and B2B SaaS
Melbourne, VIC, Australia · +61 451 831 276 · empenioshane@gmail.com · www.empenioshane.com · linkedin.com/in/shaneempenio

PROFILE SUMMARY

Product designer with five years across B2B, SaaS and e-commerce, working end to end from research and requirements through design systems, prototyping, developer handoff and launch. Most recently I ran design across two workwear brands, shipping one site through migration to go-live and building the design system for the next. Unusually for a designer, I also own the analytics and the technical SEO: GA4 and search audits, structured data, and the recurring commercial reporting a national sales team ran on. That means I can argue for a design decision with the number behind it rather than the opinion. MBA qualified, with three independent products defined, designed and in two cases shipped solo.

CORE COMPETENCIES

Product and UX/UI Design: User research, information architecture, wireframing, interaction design, prototyping, usability testing, responsive and mobile-first design

Design Systems: Component libraries, design tokens, variants and auto layout, documentation, developer handoff and specification

Search and Analytics: GA4, Google Tag Manager, Google Search Console, SimilarWeb, technical SEO, structured data and schema markup (FAQ, LocalBusiness, Organisation), answer and generative engine optimisation (AEO and GEO), CRO, A/B testing, attribution analysis, competitive benchmarking

Delivery: Agile and Scrum, sprint planning, requirements and user stories, stakeholder management, QA, site migration, go-live and recovery documentation

Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Adobe XD, Webflow, Framer, WordPress, HTML and CSS, Power BI, Excel (advanced)

AI-Assisted Practice: Claude, Gemini, Replit and Google Antigravity for design exploration and production build; Make and n8n for workflow automation

EXPERIENCE

Freelance Product and UX/UI Designer Independent | 2022 to present
SaaS, B2B and startup clients across Australia, Singapore and the Philippines

- Delivered end-to-end product design for six clients across three markets, owning discovery, requirements, design systems, prototyping and handoff with no PM or account layer in between.
- Built production-ready design systems and responsive component libraries that gave client teams a reusable foundation rather than one-off screens, cutting design time on every feature that followed.
- Ran client communication, scoping and delivery scheduling directly, including split and compressed timelines.

UX/UI Designer and Business Analyst Anouconcept | Feb to Sept 2026
Two B2B workwear brands, City Collection and Southern Uniforms, selling across nine territories in Australia and New Zealand

- Led UX/UI design and digital strategy across both brands, taking the City Collection site from discovery through developer handoff, migration and go-live in June 2026, delivered on time and within contract scope across a six-sprint agile framework.
- Designed an Intelligent Uniform Finder with multi-attribute filtering (gender, fabric, pattern, sleeve, colour) over a 6,832-SKU catalogue spanning 178 styles, 55 colours and 79 sizes, replacing manual category browsing for procurement buyers.

- Built the Southern Uniforms design system from scratch (icons, typography, colour palette and button library) and designed the homepage, support and search experiences against it, giving the incoming team a documented foundation rather than loose screens.
- Executed the technical SEO and answer-engine programme on City Collection: FAQ schema, verified LocalBusiness structured data, organisation and brand entity setup through Yoast, redirect clean-up of deprecated category URLs, and descriptive alt text across 86 media library images.
- Ran a multi-source digital audit across GA4, Google Search Console and SimilarWeb against three competitors, finding an email attribution gap before launch that was mis-crediting channel revenue and distorting the reporting senior management used to set spend.
- Produced the design system, responsive layouts and specification set the development team built from, plus QA checklists, sprint plans, feedback logs, a site recovery plan and recorded tutorials so the client team could run the site without me.
- Held the business analysis function after a BA departure, building six recurring reports in Power BI and Excel for the Chairman, President, General Manager and two national Sales Managers, which kept the design work tied to the commercial numbers it was meant to move.

UX/UI Designer Basecode Pte. Ltd., Singapore | 2021 to 2023

Digital consultancy serving Singapore and regional clients

- Delivered UX/UI across five or more client projects spanning user research, wireframes, high-fidelity prototypes, brand identity and developer handoff.
- Worked in agile teams alongside product managers, developers and business analysts.

INDEPENDENT PRODUCTS

Self-directed. Problem defined, product designed, and in two cases built and shipped solo with an AI-assisted workflow.

AgriScan.AI | View Sandbox Flutter · TensorFlow Lite · Shipped

- Offline-first mobile diagnostic tool identifying corn disease for Filipino smallholder farmers with no reliable connectivity. Defined the problem from a real crop-loss crisis, designed the product, and built and shipped it alone.

FinNote.Me | View Web App Node.js · Express · JWT · Shipped

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

ShiftSync | View Site Product definition · UX/UI · Neon · Pre-launch

- Payroll and timekeeping SaaS for MSME manufacturers in the Philippines. Defined the problem space, wrote the requirements, and designed the product against Philippine statutory payroll constraints.

SELECTED CLIENT WORK

- **TeamCreator redesign -** 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.
- **Blockchain platform -** Designed end-to-end member and admin interfaces with a full design system and interactive prototypes.
- **Collaboration.Ai brand identity -** Designed the brand logo and social asset system, improving visual consistency across digital and social platforms.

EDUCATION

Master of Business Administration, Digital Management Kaplan Business School, Melbourne | 2023 to 2025
Overall Highest Achiever, Semester 2 2024.

Bachelor of Fine Arts, Advertising Arts University of San Carlos, Cebu City | 2017
Dean's List.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- SQL for data analysis, DataCamp (in progress, expected Sep 2026)
- Business Analysis and Project Management, Coursera Project Network (Feb 2025)
- Claude 101, Anthropic (May 2026)
- Foundations of User Experience (UX) Design, Google (Feb 2023)

ADDITIONAL EXPERIENCE

- 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 and Kaplan Business School (Aug 2024). Project Coordinator for a global marketing strategy for an Australian women’s sports protection brand.