

HA, Sunny

Product Designer

Melbourne, Australian citizen
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Professional Experience

<i>Charles Elena, Melbourne</i>	Oct 2022 – Apr 2025
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Full-time Product Designer

Experiences with Coles Group

1. Led Coles Liquor Trade Planning Tool design to reduce ~50% of beer promotions and shelf prices, enabling a more consistent customer offering and measurable ROI.
 - ♦ Joined the project 18 months after commencement and led a revised data-heavy dashboard MVP design, shifting it from red to green status.
 - ♦ Actively utilising Figma, Confluence, Jira, and Miro to write stories, EPICs, run workshops, and elicit logical UX/UI through wireframes and high-fidelity designs.
 - ♦ Collaborated closely with BAs, Product Owner, and Developer Lead to design scalable components and intuitive experiences around complex data using AG Grid Tree Data.
 - ♦ Engaged in staging and UAT phases with QAs and developers to ensure quality handover.

Experiences with Infosys

1. UX/UI Designer – Roland-Garros AI Poster Competition Website

Contributed to the UX/UI design for posters.rolandgarros.com, an interactive global platform where users generate AI-created posters from text prompts, browse submissions, and vote in real time.

 - ♦ Designed intuitive, responsive user flows that made the AI-driven experience simple and engaging across web and mobile.
 - ♦ Helped balance visual creativity with usability, accessibility, and performance for a global audience.
2. Project Manager & UX/UI Designer – VR Tennis Game ([2025 AO](#))
 - ♦ Immersive design work with **Infosys** for Tennis Australia's AI/VR showcase at AO 2025, reaching 12,000+ users.
 - ♦ Managed project timelines, budgets, and client communications for delivery across multiple stakeholders.

<i>Packform, Melbourne</i>	Mar 2022 – Aug 2022
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Full-time UX/UI designer

Led end-to-end product design for Packform's digital procurement platform, connecting suppliers, dealers, and customers across the U.S. packaging industry.

- ♦ Led end-to-end design of quoting workflows, pricing logic, and real-time tracking to simplify the procurement journey from supplier to customer.
- ♦ Sole designer across web and mobile, collaborating with BAs and developers through discovery, UAT, and production stages.
- ♦ Used Figma, Zeplin, Heap analytics, Trello, and Adobe suite to deliver data informed scalable designs

Payo, Melbourne	Feb 2021 – Mar 2022
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Full-time UX/UI designer

Designed a new onboarding process of a table ordering & split payment for 'Eat now, pay later' fintech app targeting millennial users and merchants.

- ♦ Redesigned the merchant's app to show Statements, Discount management, Transaction, App traffic and Customer data for a better user experience.
- ♦ Increased 50,000 + app downloads after launching the new design and up to 400 downloads daily.

Education

Bachelor of Industrial Design (Honours 1st Class)	Feb 2016 – Nov 2020
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RMIT University, Melbourne

Bachelor of Industrial Design (International Exchange)	Mar 2019 – Dec 2019
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KAIST, South Korea

Awards

UX/UI Design Challenge Award, Adobe Creative Jam x MTV, Melbourne, 2020.

(won 1st place in Australia with 5th place out of 340 design teams across US, Canada, Aus & NZ)

UX/UI Design Challenge Award, Adobe Creative Jam x RipCurl, Melbourne, 2020.

(won 3rd place out of 162 design teams across Aus & NZ)

Adobe UX Awards, RMIT, Melbourne, 2020.

(won 1st place out of 250+ students)

**Reference list will be provided upon request.*