



Michael Fung *he/him*

Senior Product Designer

Sydney, Australia

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About

Senior Product Designer with 5+ years solving complex problems across government, public safety, and logistics. I specialise in synthesis, workshop facilitation, and interaction design — transforming ambiguity into human-centred AI solutions that scale.

Currently at WiseTech Global, integrating AI/LLM workflows to take complex design challenges from discovery to production-ready, design system-compliant interfaces.

Skills

Interaction Design · Product Thinking · Design Thinking · Systems Thinking · Affinity Mapping
User Research · Stakeholder Management · Design Systems · Prototyping · AI/LLM UX Design
Workshop Facilitation · Design Critiques · Usability Testing · Accessibility

Tools

Figma · FigJam · Miro · Dovetail · Claude Code · GitHub Copilot · Virtual Studio Code

Work Experience

Senior UX Designer at WiseTech Global ↗

2022 - Today

Sydney, Australia

- Designed core warehousing and facility management modules across **desktop, tablet, and mobile** — serving **4 product teams** and **~20 personas** across **4 global regions**.
- **Co-led Project Gandalf** — a structured experiment in **AI-accelerated design** — building a prototyping environment that **enables designers to ship coded, design-system-compliant UI prototypes** without engineering support, **reducing prototype-to-handoff time from weeks to hours**.
- **Transformed product practices** in an engineering-led team by introducing user research, design critiques, and structured ways of working — now **adopted across the entire portfolio: 4 product teams and 4 designers**.
- **Led cross-functional discovery workshops** with product SMEs, technical leads, and external stakeholders to surface and prioritise key workflows.
- Partnered with the **design system** team to research and **extend alert and notification components** to address the complexity of SaaS logistics interfaces.

Product Designer at Mark43 ↗

Feb 2022 - Jun 2022

Sydney, Australia

- Conducted **onsite contextual inquiries and workshops** with ~10 business units within NSW Forensic Evidence & Technical Services Command (FE&TSC), surfacing critical pain points that directly shaped product direction for the AU market.
- Designed tasking and workflow management capabilities that streamlined day-to-day operations for **~900 frontline public safety users / 6 distinct personas**.
- Crafted a **design strategy** that scoped delivery into sensible phases — aligning roadmap planning to realistic deliverables and keeping cross-timezone teams focused and unblocked.
- Partnered with client stakeholders across engineering, product, and operations to iteratively validate solutions under strict compliance constraints.
- **Mentored junior designers** across research and critique, contributing to a stronger, more consistent design practice.

Product Designer at ServiceNSW ↗

2021 - 2022

Sydney, Australia

- Led end-to-end design for a **citizen-facing liveness detection** and credential renewal experience — conducting **moderated interviews, synthesising research, and coordinating delivery** across product design, content design, and engineering — **designed for a process used by 1.2M+ NSW residents**.
- Mapped customer journeys through frontline staff interviews, produced service blueprints, and ran discovery workshops to prioritise research opportunities.
- Established **design ways of working** within the product squad, consolidating files, research, and documentation to **enable structured collaboration** with engineers and product managers.
- **Evolved design research practices** across the broader team by surveying designers, synthesising findings, and driving improvements to onboarding and the research repository.

Volunteering

Web Designer at TekFoundation ↗

2024 - 2025

Sydney, Australia

- Designed and built web experiences for a non-profit organisation, contributing pro-bono end-to-end product build.

Into Design Systems (Australia) ↗

2024

Sydney, Australia

- Co-organise and facilitate community events, building design culture and sharing knowledge on design system challenges through guest speakers.

Education

Bachelor of Information Systems at University of New South Wales

2015 — 2020

Sydney, Australia