

GORDON LAM

UX/UI Designer

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Summary

I am a UX/UI Designer with four years of experience in responsive web and mobile design, shown through projects including multiple websites, design systems, and UI for an asset management software. My key strengths include visual design, branding, and empathic design. I am seeking opportunities to create meaningful, beautiful, and intuitive digital experiences.

Experience

Web/UI Designer - PowerHub

Feb. 2020 - Dec. 2021

Toronto, ON

- Lead designer for the sales and marketing team, responsible for all web, internal, and promotional design resulting in a 3x increase in web traffic and engagement
- Led website and branding redesign, assisted in digital strategy and concept explorations through onboarding flows, user journey maps and competitive analysis reports
- Worked closely with the product team to improve asset management software UI through client interviews and acceptance testing

Visual Designer - Sitejabber

June 2019 - Feb. 2020

Toronto, ON

- Designed business-facing web and responsive wireframes for our web-based platform
- Revamped the company design standards, blog, and developed digital advertisements
- Worked closely with the marketing team to create digital assets and client presentations

Multimedia Designer - C.R. Plastic Products

May 2017 - Oct. 2018

Stratford, ON

- Led design efforts to create all promotional material, brand assets, and trade show collateral
- Conducted market research to streamline marketing content across NA and European distributors
- Redesigned catalogues for improved viewing experience and made it more accessible, resulting in better brand recognition while increasing customer tendency to make purchases
- Created a new website for sub brand product line to educate customers on our environmental impact and attract new customers

Skills & Tools

- Figma
- InDesign
- Illustrator
- Photoshop
- Premiere Pro
- User Research
- Wireframing
- Prototyping
- HTML/CSS
- Inclusive Design
- Accessible Design
- Zeplin
- User Journey Mapping
- InVision

Education

Bachelor of Global Business and Digital Arts - University of Waterloo

Sept. 2014 - May 2018

Waterloo, ON

Business and Economics Exchange - University of Hong Kong

Sept. 2017 - Dec. 2017

Hong Kong