

# Gordon Lam

## Product Designer

[www.gordon-lam.com](http://www.gordon-lam.com)

I am a Product Designer with 5 years of experience in creating meaningful, beautiful, and intuitive digital experiences.

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## Experience

### Visual Designer - Accenture

Toronto, ON | Feb. 2022 - Present

- Owned the visual design process of bringing self-service wire transfers for bank users in the U.S. market for both web and mobile platforms
- Collaborated in end-to-end development of the project through ux research, interviews, visual design and quality assurance
- Worked with internal and client product teams to improve banking platform page structures and process flows

### Web/UI Designer - PowerHub

Toronto, ON | Feb. 2020 - Nov. 2021

- Led design for the sales and marketing team, responsible for all web, and internal design resulting in a 3x increase in web traffic and engagement
- Conducted 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 interface

### Visual Designer - Sitejabber

Toronto, ON | Jun. 2019 - Feb. 2020

- Designed business-facing web and responsive wireframes for Sitejabber's web based platform
- Took ownership in creating design standards, blog, and digital advertisements

### Multimedia Designer - C.R. Plastic Products

Stratford, ON | May 2017 - Oct. 2018

- Sole designer in creating media, brand assets, and marketing collateral
- Redesigned furniture catalogs, improving accessibility and brand recognition while increasing customer tendency to make purchases
- Created a website for a new product line to educate customers on the product's environmental impact and attracting a new target demographic

## Education

### Bachelor of Global Business and Digital Arts - University of Waterloo

Waterloo, ON | Sep. 2014 - May 2018

## Skills & Tools

### Figma, Adobe XD, Adobe Illustrator, Adobe InDesign, HTML/CSS, InVision

UX Research, Wireframing, Prototyping, Inclusive Design, User Journey Mapping, Visual Design, Design Systems, Interaction Design, Usability Testing, Pen & Paper