

Gordon Lam

Product Designer

Product Designer with 7 years of experience crafting intuitive, scalable digital products by aligning stakeholder needs, and translating complex requirements into clear, user-centered experiences.

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Experience

Product Designer - Accenture

Toronto, ON | Feb 2022 - May 2026

- Designed end-to-end UX for a major Canadian bank's self-service wire transfer product across web and mobile, conducting stakeholder interviews to define requirements and inform design decisions
- Supported modernization of an investment trading platform by designing scalable UI components and interaction patterns, improving accessibility and clarity for new investors
- Created detailed interaction documentation defining usability standards and UX behaviour, enabling development teams to implement designs accurately and consistently
- Worked closely with product and development teams to validate VD implementations, ensuring consistency between design intent and final product output
- Iterated on wireframes, prototypes, and usability-tested flows across multiple projects to improve clarity, usability, and decision-making in complex financial workflows

Web/UI Designer - PowerHub

Toronto, ON | Feb 2020 - Nov 2021

- Led redesign of marketing and internal web experiences, delivering performance-driven UX and measurable gains in web engagement metrics
- Worked directly with stakeholders to define design briefs and translate business goals into wireframes, and design concepts
- Supported the product team in improving asset management interface usability, contributing design input and recommendations to enhance the user experience

Visual Designer - Sitejabber

Toronto, ON | Jun 2019 - Feb 2020

- Designed responsive web wireframes and page layouts for a business-facing consumer review platform
- Took ownership in creating design standards, blog, and digital advertisements, improving content engagement and UI patterns

Multimedia Designer - C.R. Plastic Products

Stratford, ON | May 2017 - Oct 2018

- Redesigned the product catalog and website information architecture to improve brand consistency and communicate product features more effectively
- Designed a website for a new product line to educate customers on the product, while maintaining differentiation from the main brand

Education

Bachelor of Global Business and Digital Arts - University of Waterloo

Waterloo, ON | Sep 2014 - May 2018

Skills & Tools

Figma, FigJam, Adobe CC, HTML/CSS, WordPress, Jira/Confluence

UX Research, Wireframe & Prototyping, Inclusive Design, User Journey Mapping, Design Systems, Interaction Design, Usability Testing, Information Architecture