

COURTNEY TAM

4B Systems Design Engineering

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Product Designer | Facebook (Ads Manager)

JUNE. 2020 - SEPT. 2020

- Increased completion of core setup tasks by 2.3% within a 1 month period with a new user onboarding experience
- Produced end-to-end workflows to illustrate various onboarding paths tailored different user roles and business segments

Product Designer | Cognite (Asset Data Insight)

SEPT. 2019 - JAN. 2020

- Increased efficiency by improving a timeseries analysis tool for process engineers to monitor and evaluate sensor data
- Enabled engineers to define thresholds and alerts for timeseries data
- Defined the architecture of a notification management system

Lead Product Designer | Friendly Studio (Design Agency)

SEPT. 2020 - PRESENT

- **Flo Recruit:** Designed an event scheduling system for recruiters
- **Paperstreet:** Designed concepts for an investor portfolio dashboard
- Manage client relations and designer communication on client projects

Product Designer | Microsoft (Office365 Shared Experiences)

JAN. 2019 - APR. 2019

- Designed a tagging in-app tool for Office365 applications to handle file management and retrieval for a cyclical user experience
- Conducted cognitive walkthroughs of experimental designs with 15-20 participants from Forrester Research and L.L. Bean

Product Designer | Shopify (Pre-Tools)

MAY 2018 - AUG. 2018

- Refactored the product's onboarding flow by pivoting the data gathered; validated through user research, and Mixpanel analytics
- Designed modular components to allow for scalability with heavy consideration of technical constraints and database integration

Web Applications Designer | Blindside Networks

SEPT. 2017 - DEC. 2017

- Designed the BigBlueButton video platform to ensure usability on a variety of devices and over 50 users per session
- Composed user stories through customer visits to direct the architecture and interaction models of an analytics dashboard

TOOLS

Design

- Figma (4 years)
- Sketch (3 years)
- Illustrator (5+ years)
- Photoshop (3 years)
- Principle for Mac (2 years)
- Framer (1 year)

Development

- HTML & CSS (4 years)
- Javascript (3 years)
- Python (2 years)
- SQL (2 year)

FUN FACT

I own an Etsy Shop, selling custom marketing assets. I enjoy analyzing product trends and tinkering with the SEO of my listings to testing new strategies.

EDUCATION

Systems Design Engineering

University of Waterloo

- User Center Design Research
- User Interface Design
- Human Factors in Design
- Probability and Statistics
- Data Structures and Algorithms

Responsive Web Development

University of London (Coursera)

Specialized in collaborative, multi-user platforms in frontend development using the Meteor Framework and MongoDB