

COURTNEY TAM

3B Systems Design Engineering

kctam@edu.uwaterloo.ca

courtneytam.com

EXPERIENCE

Product Designer | Cognite (Asset Data Insight)

SEPT. 2019 - PRESENT

- Normalizing usability patterns across graphing tools to decrease application onboarding difficulty
- Designing a notification management system to handle user specific events and alert channels

Product Designer | Microsoft (Office365 Shared Experience)

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 (Team Hatchful)

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 usability of BigBlueButton interface to accommodate a variety of devices, 50+ users per session, and additional features
- Composed user stories through customer visits to direct the architecture and interaction models of an analytics dashboard

Fullstack Developer | Func.Media

2017 - PRESENT

- Developed multiple custom Shopify and Wordpress sites for clients by streamlining their vision and working within brand constraints

Brand & Product Designer (Freelance) | Queen's University

JUL. 2018 - FEB. 2019

- Created a style guide, UI components and illustrations to elevate and strengthen the brand's voice and vision
- Redesigned the flow and user experience of the QHacks website.

TOOLBOX

Design:

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

Development:

- HTML & CSS (4 years)
- Javascript (2 years)
- Meteor.js (2 years)
- Python (1 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

- Human Factors in Design
- Economics in Design
- Data Structs and Algorithms
- Systems Modelling
- Engineering Optimization

Responsive Web Dev

University of London (Coursera)

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