

COURTNEY TAM

3A SYSTEMS DESIGN ENGINEERING

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EXPERIENCE

Product Designer | *Microsoft (Office365 Shared Experience)*

2019 - PRESENT

- Designed and formulated a new tagging model for Office365 that functions as an in-app tool to handle file management and retrieval
- Conducted cognitive walkthroughs of experimental designs with 15-20 participants from Forrester Research and L.L. Bean
- Conceptualized future design implementations of the tagging cycle (apply, search and display) on multiple Office365 applications

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 information analysis
- Designed the information architecture with the ability to scale with Hatchful. Worked with developers to gather technical constraints to seamlessly integrate into existing database and product structure
- Designed within 1 week sprints, preparing screens for dev hand-off

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

JUL. 2018 - FEB. 2019

- Elevated the event brand identity by designing a style guide and UI components to maintain a cohesive voice through all platforms
- Redesigned the architecture and experience of the QHacks website. Created custom illustrations to support the brand's voice and vision.

Web Designer and Developer | *Func.Media*

2016 - PRESENT

- Developed multiple custom Shopify and Wordpress sites for clients by streamlining their vision and working within brand constraints
- Designed client logos and marketing assets for multiple platforms. Worked to optimize ad performance through testing and analytics.

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
- Conducted user research for the information architecture, product use cases, and the interaction models of an analytics dashboard

TOOLBOX

Design:

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

Development:

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

FUN FACT

I own an Etsy Shop, selling custom logo designs and digital products. I utilize the platform to analyze product markets and trends. I enjoy tinkering with the SEO of my listings and testing new marketing strategies.

EDUCATION

Systems Design Engineering

University of Waterloo

Relevant Courses:

- Human Factors in Design
- Economics in Design
- Data Structures and Algorithms
- Material Chemistry

Responsive Web Dev

University of London (Coursera)

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