

JODI LAM

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TECHNICAL SKILLS

Sketch, Figma, InVision, Miro,
POP, Principle, Zeplin,
Photoshop, Illustrator,
InDesign, HTML, CSS

COMPETENCY

UX Research, Usability Testing,
Prototyping, Wireframing,
Persona Development, AODA
and WCAG Guidelines, Mobile
System Standards, Experience
Mapping

PROJECTS

**Home Depot Local Pro
App's Account Creation**
(NOV 2020)

**Home Depot Online Tool
Rental**
(AUG 2020)

**Home Depot Buy Again
for consumers and Pro**
(MAY 2020)

PROFILE

As a UX Strategist and Designer, I want to leverage my empathy, design thinking and critical thinking skills from my past experience to help tackle human centric design problems.

EXPERIENCE

Online Experience Analyst, UX Strategy | Home Depot

APR 2020 - PRESENT | TORONTO, ON

- Enhanced conversion rate by 6.3% on the Online Tool Rental feature, and 5.2% for the Buy Again feature as the UX strategist responsible for the end to end UX initiative
- Work collaboratively with a cross-functional team in an agile environment to launch new e-commerce enhancements and features
- Analyze existing experiences and facilitate process to become AODA and WCAG 2.0 AA accessible
- Facilitate UX design sprints and work closely with design team to create interactive low and high fidelity prototypes
- Create usability testing requirements and scripts and analyze results to validate design solutions

Sales and Marketing Designer | Solutions 2 GO Inc.

JUL 2017 - SEP 2019 | BRAMPTON, ON

- Rebranded the company website, and provided high fidelity wireframes for developers to build and maintain the new website
- Created and employed marketing materials to 1000+ independent stores on behalf of vendors

Shipping and Customer Care Ambassador | Spin Master

DEC 2015 - JUL 2017 | TORONTO, ON

- Strategize and developed a more efficient shipping processes
- Managed e-commerce site fraud order prevention on Cybersource
- Provided support by understanding the customer needs with both customer and business values in mind

EDUCATION

BrainStation | Diploma, User Experience Design

SEP 2019 - DEC 2019 | TORONTO, ON

Sheridan College | Continued Education Courses

MAR 2018 - MAY 2018 | TORONTO, ON

Front End Development: Code the Web I, Code the Web II

OCAD University | Bachelor of Design, Industrial Design

SEP 2011 - APR 2015 | TORONTO, ON