JODI LAM

Senior Product Designer

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Summary

Highly skilled Senior Product Designer with 5+ years of experience designing and shipping end-to-end B2C e-commerce and B2B SaaS products for web and mobile platforms. Expertise in leading design strategy, facilitating UX discovery workshops and design sprints, and transforming complex requirements into intuitive, accessible design solutions. Adept at collaborating with cross-functional teams to deliver products that meet both user and business goals.

Work Experience

Product Designer II / Samsung Ads Canada

APR 2022 - SEP 2024

- **Designed and launched key products:** Spearheaded the design of the Config Server, reducing blank impressions by 30%, and the new RTAC logic, which increased impressions by 15%. Led design of the Audience Insights Platform, reducing pre-campaign insights delivery time from 7 days to 3 hours.
- **Led design strategy for Creatives domain:** Drove the design strategy for high-impact products, including the Sponsored Row Creative Form (generating $11M in global revenue for 2024) and Immersive Banner (contributing to $30M in worldwide revenue).
- **Advanced UX/UI expertise:** Created user flows, wireframes, prototypes, and information architecture diagrams, showcasing a deep understanding of visual and interaction design.
- **Collaborated cross-functionally:** Partnered with product, engineering, and UX researchers to define personas, conduct usability testing and refine design strategies. Led workshops to facilitate UX discovery.
- **Contributed to design system:** Helped document and define component behaviors, specifications, guidelines, and patterns, strengthening the Samsung Ads design system.
- **Mentorship:** Provided guidance and feedback to junior designers, improving team efficiency and design output.

UX Design Strategist / Home Depot Canada

JAN 2020 - APR 2022

- **Improved key product metrics:** Enhanced conversion rates by 6.3% for the Online Tool Rental feature and 5.2% for the Buy Again feature through design improvements.
- **Led design strategy and execution:** Directed design strategy for the Pro and Local Pro domains, managing a team of designers and copywriters to ship high-impact products from concept to production.
- **UX research and testing:** Collaborated with UX researchers to conduct user testing, analyzed insights, and iterated on designs to meet user needs and business goals.
- **Cross-functional collaboration:** Worked closely with product, marketing, legal, and engineering teams in an agile environment to launch B2C e-commerce features.
- **Accessibility and standards advocacy:** Led initiatives to improve accessibility, ensuring compliance with AODA and WCAG 2.0 AA standards for a more inclusive experience.
- **Promoted design innovation:** Advocated for Design Thinking methodologies and led educational initiatives to foster an innovative culture within the team and improve design processes.

Sales and Marketing Graphic Designer / Solutions 2 GO

JUL 2017 - SEP 2019

- **Website redesign and rebranding:** Assisted in the wireframing, high-fidelity mockups, and execution of the company website redesign, ensuring a modern, user-friendly interface.
- **Cross-functional collaboration:** Worked closely with engineers to ensure seamless production and QA of the redesigned website, maintaining high-quality standards.
- **Collaboration with external teams:** Partnered with a 3rd party design team for design research, prototyping, and the creation of style guides and presentations to align with brand objectives.

Education

UX Design Diploma /

BrainStation

SEP 2019 - DEC 2019

Bachelor of Design /

OCAD University

SEP 2011 - MAY 2015

Certificate / Courses

Certified Scrum Product Owner / Scrum Alliance

MAR 2021

Front End Development Code the Web I, II /

Sheridan College

MAR 2018 - MAY 2018

Skills

Wireframing, Information Architecture, Accessibility, Prototyping, Design Systems, UX Design, UI Design, Design Thinking, User Flows, User Research & Testing, Journey Mapping, Facilitating Workshops, Design Sprints, Product and Business Strategy

Tools

Figma, Figjam, Miro, Sketch, Adobe Suite