

# 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

### UX Design Strategist | 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