

JODI LAM

Senior Product Designer

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Summary

Highly skilled Senior Product Designer with 5 years of experience in designing and shipping end to end B2C e-commerce and B2B SaaS products for both web and mobile. Excel at facilitating UX discovery workshops and design sprints, translating complex requirements into elegant and accessible design solutions and collaborating with cross functional teams.

Work Experience

Product Designer II / Samsung Ads Canada

APR 2022 - SEP 2024

Designed and delivered Config Server from concept to production that reduced Blank Impressions occurrence by 30% and led new RTAC logic that delivers 15% more impressions. Led the design strategy for the Creatives domain in Samsung Ads and responsible for designing the Sponsored Row Creative form that projects \$11M global revenue in 2024 and Immersive Banner that generated \$30M worldwide.

Showcased advance working experience and knowledge in visual and interaction design by producing user flows, wireframes, prototypes and information architect diagrams. Strategize and facilitate UX discovery and usability workshops along with UX Researcher to collaborate with other designers, product and engineering to define personas, user test and strategy planning. Demonstrated ability to launch and iterate on products and features with business and user needs in mind

Contributed to the Samsung Ads design system to define component behaviour, specifications, guidelines and patterns. Mentored junior designers by providing constructive feedback and actionable next steps to improve team efficiency.

UX Design Strategist / Home Depot Canada

JAN 2020 - APR 2022

Enhanced conversion rate by 6.3% on the Online Tool Rental feature, and 5.2% for the Buy Again feature. Facilitated UX design sprints and conducted competitive benchmarking in order to lead the design strategy for the Pro and Local Pro domain. In charge of leading a small team of designers and copywriter to ship products from beginning stage to production with low to high fidelity mocks and prototypes. Conducted user testing initiatives with UX Researcher and analyzed results to translate into actionable next steps and design iterations. Collaborate with cross-functional teams like product, business, marketing, legal and engineering in an agile environment to launch new B2C e-commerce features.

Analyzed existing experiences and facilitate process to become AODA and WCAG 2.0 AA accessible. Advocated for Design Thinking methodologies and spearheaded design educational initiatives to promote an innovative culture for the team and streamline processes and best practices.

Sales and Marketing Graphic Designer / Solutions 2 GO

JUL 2017 - SEP 2019

Assisted with the wireframe, high fidelity mocks and execution of rebranding the company website. Collaborated with engineer in executing the production and QA of the company website. Worked with 3rd party design team on tasks including design research, creating style guides, prototyping and creating presentations.

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

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

Tools

Figma, Figjam, Miro, Sketch, Adobe Suite