

JODI LAM

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TECHNICAL SKILLS

Sketch, Figma, Figjam, Miro,
Zeplin, Photoshop, Illustrator,
InDesign, HTML, CSS

COMPETENCY

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

PROFILE

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

EXPERIENCE

Product Designer II | Samsung Ads Canada

APR 2022 - PRESENT | TORONTO, ON

- Designed and delivered Config Server that reduced Blank Impressions occurrence by 30% and new RTAC logic delivers 15% more impressions
- Improve on the audience insights features to a more comprehensive experience for users to understand associated data, thus increasing marketing dollars spend on targeted audiences and ads
- Work collaboratively with the Design System team inside Samsung Ads to define component behaviour, specifications, guidelines and patterns
- Create and facilitate UX discovery and usability workshops along with UX Researcher in front of cross functional departments
- Analyze user research and data into tangible next steps and solutions
- Mentored junior product designers by providing meaningful and constructive feedback and gave guidance along their design journey

UX Design Strategist | Home Depot Canada

JAN 2020 - APR 2022 | 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
- In charge of leading a small team of designers and copywriter to ship products from beginning stage to production

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