

Justin Lau

UX Researcher

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SKILLS

User Interviews
Usability Testing
Design Research
Heuristic Evaluations
Survey Design & Statistical Analysis
Wireframing
Prototyping
Stakeholder Management
Workshop Facilitation

TOOLS

Figma
Microsoft Office
Google Workspace
Qualtrics
JASP
UserTesting

PROGRAMMING

HTML/CSS
Java
Python
SQL

ACHIEVEMENTS

FLUI Design Hackathon 2025
Mentor - 1st place team

IGDA Games User Research SIG
Fall 2024 Mentor

Eunoia Design Jam 2023 & 2024
Mentor

INTERESTS

Video Games
Tennis
Dance
Boxing

EXPERIENCE

User Researcher -- Sprung Studios
June 2023 - Present (Promoted June 2024)

- Worked closely with team of 4 designers and 3 engineers as an embedded researcher on an in-development game. Advocated for generative and evaluative user research throughout the game development lifecycle.
- Supported embedded design team by creating 4 personas based on online community sentiment and analyzing social media posts, videos, and discussions.
- Delivered more than 15 reports containing bespoke findings and player insights from usability tests, group playtests, interviews, surveys, expert reviews, and competitor research, resulting in over 120 actionable takeaways for clients.
- Regularly presented research insights in client-facing meetings, contributing to maintaining collaborative, long-term stakeholder engagements.
- Completed Sprung's Associate UXR onboarding program 3 weeks ahead of schedule, allowing me to support team members with notetaking, thematic analysis, and reviewing client deliverables.
- Took the initiative to upkeep the research team's Figma design system. Responsible for updating, maintaining, and educating team members about components, variants, prototyping, variables, and other UX design best practices.

User Experience Researcher -- Canadian Imperial Bank of Commerce (CIBC)
September 2021 - June 2023 (Promoted April 2022)

- Responsible for end-to-end research initiatives; understanding stakeholders' research needs, scoping research engagements, recruiting participants, moderating sessions, synthesizing findings, designing reports, and presenting insights.
- Planned, conducted, and analyzed a comprehensive range of remote user research studies; 30+ surveys and 19+ interviews and usability tests in total.
- Produced over 25 concise and visually appealing insights reports to convey complex data in a clear and compelling manner for executive audiences.
- Supported designers through user research initiatives to create data driven artifacts such as personas, journey maps, and jobs-to-be-done, as well as wireframes and high fidelity prototypes.
- Created and facilitated UXR training sessions on a quarterly basis. Covered topics such as "Intro to UXR", "Survey Design 101", and "Heuristic Evaluations". Presented 8 times to over 160 different colleagues in total.
- Developed Excel-based trackers to monitor usage of various tools and licenses, ensuring compliance with monthly targets and preventing over/under-utilization at contract renewal.

EDUCATION

Simon Fraser University -- Class of 2021
Bachelor of Science - School of Interactive Art and Technology
Concentration: Design & Interactive Systems
Cumulative GPA: 3.29