

Justin Lau

UX Researcher & Designer

<https://www.sfu.ca/~jla458/portfolio/>
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SKILLS

Ethnographic Research
Evaluative Research
Generative Research
Qualitative Research
Quantitative Research
Stakeholder Management
Vendor Management
Workshop Facilitation

TOOLS

UserTesting
Feedback Loop
Figma
Microsoft Office
Adobe Creative Suite
SharePoint

PROGRAMMING

HTML/CSS
Java
PHP
SQL

ACHIEVEMENTS

CIBC Exceptional Student Award
Fall 2021 Recipient

**CIBC Student Leadership
Academy Innovation Challenge**
Fall 2021 Winning team

SFU Surge Stormhacks 2021
FairTrade Sponsor Winner

INTERESTS

Unity Dance Co.
Season 6 Member

Tennis, Ping Pong,
and Badminton

Beginner yogi, hiker,
and photographer

EXPERIENCE

UX Researcher

Canadian Imperial Bank of Commerce

September 2021 - Present (Promoted April 2022)

- Trusted to lead strategic decisions to identify novel product opportunities and conduct user and market research on a wide breadth of products, services, and experiences.
- Worked collaboratively with designers, product managers, and other stakeholders to prioritize research opportunities in a fast-paced, rapidly changing environment.
- Conducted user research including interviews and desirability/sentiment surveys to identify motivations and pain points leading to authentic persona creation.
- Wrote and designed insights reports to synthesize data quickly and efficiently for executive audiences. Organized findings and presented them in an easy to understand and persuasive manner.
- Led human centered design thinking workshop activities with stakeholders to cultivate empathy, inspire creativity, and inform research and design decisions.
- Created and facilitated UXR training material for new hires on a quarterly basis. Covered topics such as "Survey Design 101", "Heuristic Evaluations", and "Intro to UXR".

Product Designer

Develop for Good - Upmost Foundation

April 2021 - June 2021

- Conducted user research, competitor analyses, and user testing sessions to define, scope, and iterate throughout the project lifecycle.
- Led the design for the Home/Explore page using the insights gathered from research.
- Contributed to weekly team discussions by initiating conversations and providing feedback within the design team.
- Created weekly presentation slides showcasing mockups, schedules, and progress updates.

EDUCATION

Simon Fraser University

Class of 2021

BSc - School of Interactive Art and Technology

Concentration: Design & Interactive Systems

Cumulative GPA: 3.29