

# Justin Lau

UX Researcher & Designer

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## SKILLS

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

## TOOLS

Figma  
Microsoft Office  
Google Workspace  
Qualtrics  
JASP  
UserTesting  
SharePoint

## PROGRAMMING

HTML/CSS  
Java  
Python  
SQL

## ACHIEVEMENTS

Eunoia Design Jam 2023 & 2024  
*Mentor*

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 boxer, climber,  
and photographer

## EXPERIENCE

### User Researcher

Sprung Studios

*June 2023 - Present (Promoted June 2024)*

- Worked closely with team of 4 designers as an embedded researcher on an in-development game. Advocated for generative and evaluative user research throughout the game development lifecycle.
- Completed Sprung's Associate UX Researcher onboarding program 3 weeks ahead of schedule, allowing me to support team members with notetaking, thematic analysis, and reviewing client deliverables.
- Delivered 6 UXR reports containing bespoke research and player insights from usability tests, interviews, group playtests, surveys, and expert reviews, resulting in over 120 actionable findings for clients.
- Presented research insights in 3 client meetings, contributing to maintaining collaborative, long-term stakeholder engagements.
- Took the initiative to upkeep the research team's Figma design system. Responsible for updating, maintaining, and teaching team members about components, variants, and other visual design best practices.

### User Experience Researcher

Canadian Imperial Bank of Commerce (CIBC)

*September 2021 - June 2023 (Promoted April 2022)*

- Responsible for the end-to-end research pipeline, including understanding stakeholders' research needs, scoping research engagements, recruiting participants, moderating sessions, synthesizing findings, designing reports, and presenting insights.
- Planned and executed a comprehensive range of user research studies, including over 30 surveys and over 19 interviews and usability tests.
- 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 material on a quarterly basis. Covered topics such as "Intro to UXR", "Survey Design 101", and "Heuristic Evaluations". Presented to over 160 colleagues in total.
- Developed and implemented 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