Justin Lau
UX Researcher & Designer

https://justin-lau-uxr.github.io/
linkedin.com/in/justinlau1997/
laujustin97@gmail.com

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

Eunoia Hackathon 2023
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 yogi, climber,
and photographer

EXPERIENCE

User Experience Researcher
Canadian Imperial Bank of Commerce (CIBC)
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.

- Planned and executed a comprehensive range of user research studies, including over 30 surveys with a total of 8000 respondents and over 19 interviews and usability tests with over 166 participants.

- Produced over 25 concise and visually appealing insights reports to convey complex data in a clear and compelling manner for executive audiences. Leveraged strong analytical and design skills to organize findings and present them for maximum impact.

- Led user research initiatives to create data driven artifacts such as personas, journey maps, and jobs-to-be-done. Supported in the creation of wireframes and high fidelity prototypes.

- Worked collaboratively with designers, developers, product managers, and other stakeholders to prioritize research opportunities in a fast-paced, rapidly changing environment.

- 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

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