

# Justin Lau

UX Researcher & Designer

<https://justin-lau-uxr.github.io/>  
[linkedin.com/in/justinlau1997/](https://www.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

**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.
- Conducted user research including interviews and desirability/sentiment surveys to identify motivations and pain points leading to authentic persona creation.
- Wrote and designed over 15 insights reports to synthesize data quickly and efficiently for executive audiences. Organized findings and presented them in an easy to understand and persuasive manner.
- Created and upheld intake processes to determine research scope, objectives, and outcomes. Used this intake process in over 15 engagements to ensure thorough and successful project completion.
- Worked collaboratively with designers, 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.

### 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