



Rowena Lam

UI/UX Designer

A UI/UX Designer with a background in human development, education, customer service, gaming and payments. By combining my artistic abilities along with the skills I have acquired through my past, I am able to create fun and intuitive designs for user's experiences.

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SKILLS

User Research

User Stories & Personas

Information Architecture

Wireframing & Prototyping

Usability Testing

Competitive Analysis

User Flows & Journey Maps

A/B Testing

Card Sorting

Basic HTML & CSS

Voice User Interface

TOOLS

AdobeXD

Sketch

InVision

Balsamiq

Marvel

Prott

Principle

Atom

GitHub

Alexa Developer Console

EDUCATION

UX Design CareerFoundry

01/2018 - 09/2020

- ◇ UX Fundamentals
- ◇ UI for UX Designers with InVision
- ◇ Voice User Interaction with Amazon Alexa
- ◇ UX Immersion
- ◇ Frontend Development for Designers

Human Development, B.S. University of California, Davis

07/2007 - 03/2010

- ◇ Studied both the biological factors such as growth, physical maturation and aging, and social factors such as parenting, education and personal choices, that affect the developmental process of humans.

WORK EXPERIENCE

Payment Operations Associate HintMD (acquired by Revance Therapeutics, Inc)

02/2019 - Present

- ◇ Update policies and create high level documentation and flowcharts for payment operations process
- ◇ Collaborate with product and engineering team to discuss business requirements for PayFac MVP
- ◇ Analyze data from testing different KYC tools

Online Risk Fraud Analyst YapStone

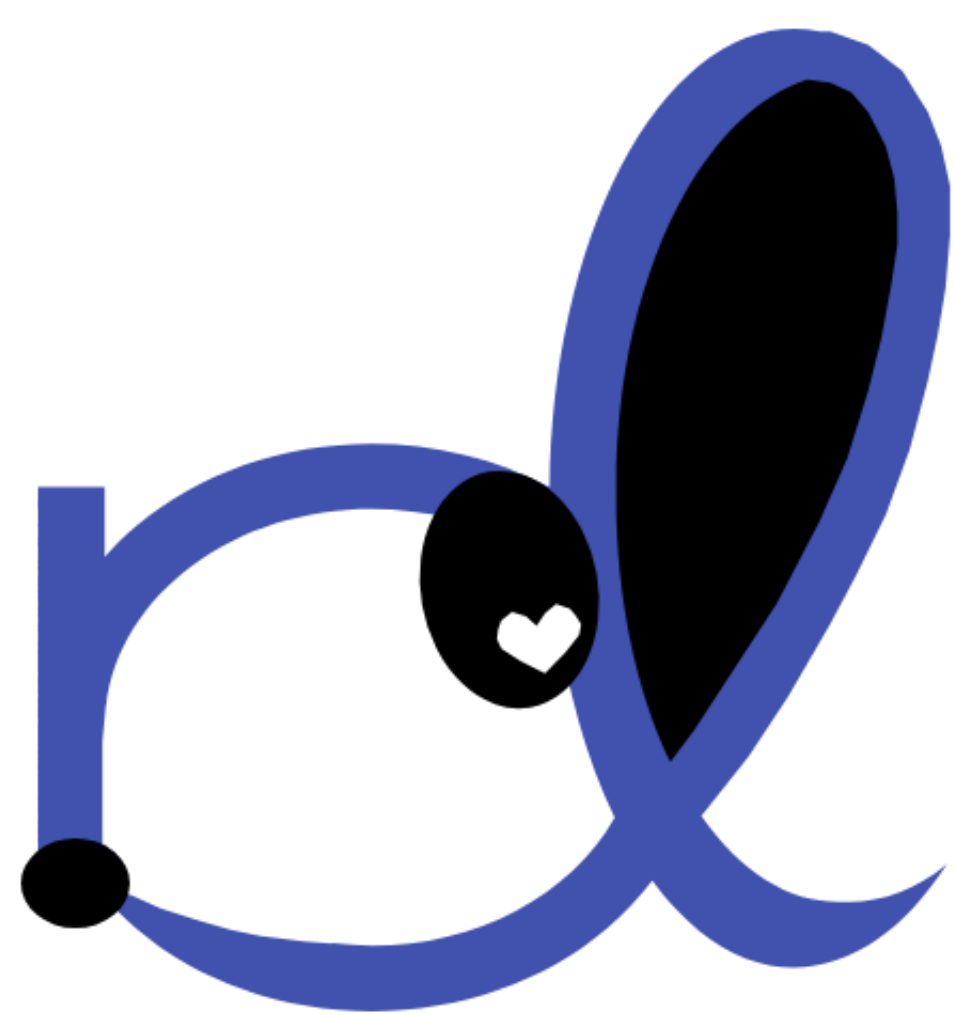
08/2017 - 02/2019

- ◇ Conducted research to verify identity of payer or painted a story by forming connections between customer and cardholder.
- ◇ Communicated with merchants to advise them of best practices to prevent chargebacks, took note of their struggles with our process and shared feedback to upper management

Fraud Risk Associate IMVU

07/2015 - 08/2017

- ◇ Protected customers from account takeovers or identity theft and banning/disabling violators of TOS
- ◇ Worked on projects to analyze different fraud trends and reported results to take proper action
- ◇ Kept SOP and training documentation updated throughout all process and system changes for Fraud Team and provided guidelines to policy changes for Customer Service Team
- ◇ Collaborated with other teams to improve internal tools and ensure product and service excellence



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WORK EXPERIENCE (CONTINUED)

Customer Experience, Lead

Corsair

05/2015 - 07/2015

- ◇ Compiled reports weekly for live support stats, RMA/refunds, sales operations, Webstore fraud and shipping delays, and presented data to CEO, COO, CIO, Sr. Directors and E-commerce Managers
- ◇ Created process documentation and planned & executed 2-week training program with 13 new staff in Customer Service and Webstore duties
- ◇ Conducted interviews when hiring new customer service agents

Customer Service Representative & Webstore Lead

Corsair

06/2014 - 05/2015

- ◇ Communicated with customers via phone, email/tickets and live chat to answer Webstore inquiries, resolve issues with products and process RMA's
- ◇ Collaborated with Product & Channel Marketing teams to manage backlog and fulfill orders in a timely manner
- ◇ Worked daily with shipping team to correct inbound/outbound discrepancies and finance team to forward sensitive bank information to issue ACH/wire transfer refunds

Play Movies Operations Specialist

Google (contract via oDesk)

09/2013 - 11/2013

- ◇ Compared top films with competitor's market and notified YouTube team of missing films in Play Store
- ◇ Compiled weekly reports for the Engineering team to calculate financial impact
- ◇ Linked movie titles to upkeep our internal knowledge base

Android Applications Team Lead

Google (contract via Randstad)

02/2013 - 06/2013

- ◇ Manually reviewed Android mobile apps for quality assurance to meet tablet optimization criteria while providing data for the engineering team to build an automated system & the Play Store's "Designed for Tablets" list.
- ◇ Supported developers in the appeals process to optimize their UI to be used on 7" and 10" tablets.
- ◇ Analyzed the quality of reviews from colleagues and record decision reversals to calculate error percentages and updated productivity logs daily to send end-of-week reports to Operations Manager
- ◇ Trained new app testers in policy and procedures and acted as a point of contact for technical and quality subject matters

Tier 2 Hardware Call Center Agent

Google (contract via Randstad)

12/2012 - 02/2013

- ◇ Informed consumers of features of Nexus devices and Chromebooks
- ◇ Troubleshoot issues via email and phone regarding devices, shipping, tax exemptions, warranties and Google Play accounts
- ◇ Resolved Tier 1 agent consults to meet customer expectations and effectively escalated issues to Tier 3 agents with clear communication.