

# Sonia Tam

## Product Designer

[me@soniatam.com](mailto:me@soniatam.com)

[soniatam.com](https://soniatam.com)

[linkedin.com/in/xsoniatam](https://linkedin.com/in/xsoniatam)

647-639-8527

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### About Me

I am a UX designer with experience in front end web development. I enjoy creating elegant, and efficient design solutions for users. On my free time I enjoy editing videos, and broadcasting gaming content to my community.

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### Experience

Dec 2021 — Sep 2022

#### Senior UX Designer at Fulfillment IQ

- Design web and mobile based user experiences
- Rapidly create working prototypes or mockups for demonstration
- Conduct interviews with stakeholders, synthesize research
- Communicate design ideas using wireframes, storyboards, and user flows
- Present design concepts to Senior Leadership and external partners

Jul 2018 — Jan 2021

#### UX/UI Designer at ASL19

- Lead design workshops and requirement gathering sessions with design, outreach, and development teams
- Create product specifications outlining business goals and user needs
- Design sketches, wireframes and interactive prototypes with bi-directional layouts
- Create branding assets, and scalable design libraries
- Conduct user research through surveys, usability tests, and stakeholder interviews

Nov 2017 — Jul 2018

#### Freelance Designer at Soach, Jupio Labs, Cineplex

- Consulted stakeholders on UX best practices
- Conducted user research to define business goals and user pain points
- Created wireframes and interactive prototypes
- Communicated with project managers and developers

## Employment

May 2015 — Aug 2017

### Interactive Designer & Front End Developer at The Toronto Star

- Design HTML5 ads, websites, interactive editorial content, video projects
- Created internal UX style guide and design system for designers and newsroom using atomic design
- Facilitated design workshops for UX best practices and design software
- Worked closely with developers, clients, project managers, and sales teams to liaison with clientele, present creatives and make UX suggestions

Nov 2014 — Mar 2015

### Junior Digital Designer at yconic

- Design brand and UI updates for scholarship and bursary matching platform
- Create user interfaces for web and mobile projects, and email marketing material
- Facilitate UX and design trend workshops creating: wireframes, user journeys, user personas, and sketches

Nov 2014 — Mar 2015

### Junior Digital Designer at yconic

- Work with stakeholders, developers, content writers, and senior designers
- Produce creative deliverables including infographics, banners and landing pages

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## Education

2010 — 2014

### University of Toronto

Honours BA New Media Design

2012 — 2013

### Centennial College

New Media Design Certificate

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## Skills

Software

Figma, Sketch, Invision, Adobe Creative Suite, Final Cut Pro

Code

HTML, CSS, SASS, PHP, Javascript, jQuery, Bootstrap, Foundation

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## Interests

Music production, Video editing, Drawing, Travel, Dance