

Sam Lam

PRODUCT DESIGNER

As a casual dancer of over 20 years, I work with teams like a choreographer: adjusting our UX designs and ensuring we move in sync, pivoting smoothly when priorities change. Unafraid to get my hands dirty, I thrive on teamwork and feedback, and different teas 🍵🍹

WORK EXPERIENCE

UI/UX Designer

Hanwha Vision America • San Jose, CA

August 2022 – present

- Lead and build intuitive designs from zero-to-one for FLEX AI, a tool to create custom object detection model, resulting in a beta client purchasing over \$600,000 worth of cameras for their security system.
- Constantly collaborating with cross-functional team of Product Managers, Development Team, and other stakeholders, delegating tasks to other designers as needed, to ensure alignment in product scope and timeline.
- Facilitate and actively contribute constructive feedback in weekly international design team meetings, attaining cohesiveness across different sections of the platform.

Principal Designer

Journeys Dance • Oakland, CA

April 2024 – present

- Ship and launch an iOS app with over 100 users in 3 months, consistently testing, iterating, and refining to improve user flow and catch bugs.
- Translate concepts and ideas into tangible wireframes and drafts to enhance deeper conversations around what to build and who to build for.
- Develop and implement design standards and strategies, allowing for more efficient creation of prototypes, mockups, and marketing materials for the whole team.

User Experience Researcher and Designer

Freelance • San Francisco, CA

June 2019 – December 2022

- Conducted 10 qualitative remote interviews on Zoom, gaining over 100 unique insights regarding the travel and hotel industries. Incorporated feedback on 5 iterations of wireframes, mockups, and prototypes for the guest-facing app, to create a comfortable and reliable digital experience from onboarding to checking out.
- Spearhead updating COBA Coffee's website with a new design that is quick and consistent, leading to a 50% increase in Average Order Value (AOV) and doubling the site's PageSpeed Insights performance scores.

Communications and Operations Specialist

Pinrose • San Francisco, CA

September 2015 - June 2018

- Brainstormed, researched, prototyped, and finalized the process for perfume bottle customization, one of the best selling products.
- Liaised with US-based and international manufacturers and wholesale partners, tracked inventory for over 1000 finished and unfinished products, checked that they were made, passed quality checks, and delivered on time.

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EDUCATION

Academy of Art University

MFA in Web Design and New Media
(now Interaction and UI/UX Design)

2018 – 2021

University of San Francisco

BA in Communication Studies
Minor in Computer Science

2011 – 2015

SKILLS

Design

Web design

UX design

UI design

Responsive design

ADA compliance

Product strategy

Wireframing & prototyping

Service blueprint

Design systems

Research

Competitor analysis

Usability tests

Qualitative research

Quantitative research

Ethnographic research

Heuristics analysis

Tools

Figma

Adobe Creative Suite

Google Docs Editors Suite

Engineering

HTML

CSS

PHP

SQL

React JS

Javascript

Languages

Mandarin Chinese

Cantonese Chinese

Korean