

Laura Lam

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EDUCATION

BA in Economics & UX Design, Wilfrid Laurier University GRADUATION EXPECTED DEC 2026

- **Relevant Courses:** Design Thinking I: Foundations, UX Strategy, UX Research Methods I, Information Design, Interaction Design, Design of Immersive Spaces

SKILLS & TOOLKIT

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- **Tools:** Figma (proficient), Adobe Creative Cloud, Microsoft Office, Procreate, HTML/CSS
 - **AI & Automation:** ChatGPT-5.5, Figma AI, Claude Opus 4.7, Framer
 - **Languages:** English, Cantonese
 - **Certificates:** TCPS 2: CORE 2022

EXPERIENCE

Administrative Assistant, Queens Student Housing SEPT 2023 - MAY 2024

- Oversee administrative and leasing support for student rental properties
- Coordinate communications with tenants, addressing inquiries and scheduling property viewings and appointments
- Support day to day property operations by managing paperwork, correspondence, and administrative workflows

EXTRACURRICULARS

Vice President Marketing, UX Laurier (UXL) JUNE 2024 - APR 2026

- Led marketing for UXL Designathon 2025, driving 300+ attendees from 15+ universities and featuring designers from Microsoft, Meta, Amazon, and Google
- Grew Instagram followers +103% (from 712 to 1,444 followers), generated 44k+ impressions and 15k+ reach through content and campaign posts
- Created high-performing campaigns, including SPARK Design Conference content reaching 11k+ views and 4.9k accounts, boosting average post performance to 12.5k views (vs. ~3,000 baseline)

Vice President Marketing, Chinese Student's Association (CSA) MAY 2023 - APR 2026

- Create and curate content for social media platforms, increasing follower count by 20% within six months
- Collaborated with 3 other clubs to co-promote the largest Night Market at Laurier, which attracted 500+ attendees. Produced 13 high-quality posts within 3 weeks, driving a 2.3x increase in average likes per post