

# Laura Lam

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## EDUCATION

### Economics & UX Design, Wilfrid Laurier University

GRADUATION EXPECTED OCT 2026

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

## SKILLS & TOOLKIT

- **Tools:** Figma (proficient), Procreate Premiere Pro, After Effects, Photoshop, HTML/CSS
- **AI & Automation:** ChatGPT-5.5, Figma AI, Claude Opus 4.7
- **Digital Experience:** Prototyping & Animation, Wireframing, Information Architecture, Journey Mapping, User Research
- **Languages:** English (fluent), Cantonese (conversational fluency)

## EXPERIENCE

### Vice President Marketing, UX Laurier (UXL)

JUNE 2024 - PRESENT

- 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 - PRESENT

- 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

### Creative Director of Makeup Artistry, Laurier Hawkstyle Magazine

SEPT 2022 - AUG 2023

- Designed and implemented innovative makeup concepts for themed issues, such as seasonal trends and cultural highlights, enhancing the magazine's aesthetic appeal.
- Streamlined the makeup process during shoots, reducing preparation time by 15% while maintaining exceptional attention to detail