

# JOY LAM

UI/UX Designer

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## EXPERIENCE

### **Designation, UI Designer**

Oct 2018 – Mar 2019, Chicago, IL

A 24 week design program that pushes design thinking, user experience, user interface, and interaction design. As a design team, we align stakeholder and user goals through research, ideation, and user testing. I created high-fidelity designs, microinteractions, prototypes, and style guides for clients including:

- **Neopenda**

A medical solutions company looking to design a tablet application displaying patients' key vital readings for underserved and low-income environments. Focuses on lowering infant mortality rates by helping nurses monitor high number patient counts and prioritize medical attention by criticality through navigation and As a team, we synthesize user feedback on divergent concepts to a more refined design solution.

- **Stride 360**

An low impact exercise bike and elliptical machine for the home workout landscape. Motivate users to consistently exercise and monitor fitness journey to promote a more sustainable and healthy lifestyles. Innovative product to though in-app workout content, social connectivity, and measure workout metrics with insightful data visualization.

### *Freelance Industrial Designer*

Jan 2017 – Oct 2018, Chicago, IL

Service client-focused jewelry CAD modeling and packaging design. Provide creative direction aimed at implementing design solutions from planning, production, to execution:

- Consult and oversee clientele packaging design campaigns to elevate aesthetic quality and functionality while factoring client needs in timing, costs, shipping
- Draft CAD construction drawings and 3D renderings of custom jewelry pieces between client, metalsmiths, and casters
- Supervise design assets in storage/distribution and QC creative graphic content.
- Clients include Royal Star Inc., P&J Jewelers

### **CDW Merchants, Industrial Designer**

May 2015 – Jul 2016, Lincolnwood, IL

Actively managed facets of the design department in regards to retail experience, industrial design, and packaging processes for retail windows, props, and ecommerce packaging:

- Spec out renderings, and manufacturing drawings for GlobalShop trade show booth
- Designed and developed booth concepts, experience, products and marketing
- Managed and updated marketing materials and social media outlets with emerging design projects, workshop capabilities, and retail industry trends

Responsible for developing new innovative products utilizing sketching, CAD modeling, renderings, and prototyping from initial design through manufacturing, delivery and setup:

- Expanded existing product lines for competitive products and retail environments to better fit merchandising and customer needs
- Designed Club Monaco window display props for all stores, amounting to \$100k+ in business
- Created e-commerce packaging experiences and product add-ons to help increase share of wallet for Amazon & Birchbox accounts

### **KEENPAC NA, *Packaging Designer***

May 2015 – Jul 2016, Lincolnwood, IL

Collaborated with print vendors, marketing, sales, and management teams to translate project goals into relevant design solutions fitting consumer needs:

- Developed internal tools including exhibit and trade show booths, in-house rapid prototyping service, and renderings to streamline production
- Designed new business development tool kits used to bring in additional sales.
- Design work allowed for more opportunity growth into Sephora, Disney, and Google accounts

### **INSPIYR.COM, *Design Intern***

May 2014 – Aug 2014, White Plains, NY

- Design materials to increase audience engagement and awareness regarding health, lifestyle, and wellness content
- Collaborated with content managers for social media platforms and promotional website materials including: design guidelines, ad banners, eBooks, and logos

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## **EDUCATION**

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

BFA in Industrial Design

Aug 2011 - May 2015

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## **SKILLS**

<b>UI</b> Mobile/web design Moodboards Style guides Concept development Desirability testing Interaction design High fidelity mockups User testing Branding UI Kit	<b>UX</b> User research User interviews Domain research Market research Empathic modeling Competitive analysis Affinity diagramming Rapid prototyping Wireframing Usability testing
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## TOOLS

Sketch app  
Principle  
InVision  
Framer  
Marvel  
Zeplin  
Keynote  
Photoshop  
Illustrator  
InDesign  
After Effects  
Lightroom  
HTML/CSS  
Solidworks  
Rhino 3D  
Keyshot

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## AWARDS & RECOGNITION

- GlobalShop Outstanding Booth Award, 2016
- Beckman Institute: Bathroom of the Future, 2013
- D2P Discarded to Precious Award, 2013
- Fine and Applied Arts: Talented Student, 2011-2014
- Chicago All-City Art Scholarship, 2011