

JOY LAM

UI/UX Designer

Email: jocelyn.lam.design@gmail.com

Website: joylam.design

Phone: (312)823-8072

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

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

BFA in Industrial Design

Aug 2011 - May 2015

SKILLS

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

TOOLS

Sketch app

Principle

InVision

Framer

Marvel

Zeplin

Keynote

Photoshop

Illustrator

InDesign

After Effects

Lightroom

HTML/CSS

Solidworks

Rhino 3D

Keyshot

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