Jessica Lam

User Experience & Graphic Designer

jess-lam.com

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Linkedin: linkedin/in/jessicatlam

Skills

UI/UX Design
Wireframing
Project Management
Rapid Prototyping
Journey Mapping
Branding Identity
Illustration

Tools

Figma
Adobe XD
InDesign
Photoshop
Illustrator
Keyshot
Rhino
Google Suite
Microsoft Suite
Python
Java

Interests

Video Games
Cooking
Photography
Esports

Awards

Top 10 Fan Favorite
SCAD Start Up 2021
February 2021

Dean's List
School of Design
May 2020 - Current

2nd Place
Art Show at St. Louis Community College - Florissant Valley
April 2020

Education

Savannah College of Art and Design

BFA User Experience Design • Minor Game UX & Graphic Design | GPA: 3.67/4.00 | September 2019 - May 2023

- Member of Future Leaders of User Experience Design (FLUX), SCAD Esport Club, and Ladies in Tech (LIT).

Projects

The Culturist Union

User Researcher | February 2021

Mobile app designed during SCAD Start Up, a week long designathon, for BIPOC community to engage with other artisans and purchase entrepreneruial goods

- Understood user demands by collecting 75+ responses about celebrating BIPOC and championing Savannah's first black owned coffee shop
- Analyzed the data by using Miro and organizing the data points into groups
- Collaborated with the team of 5 to ensure client's project objectives are met

Baloo

Visual Design Lead | September 2020 - November 2020

Interactive storytelling toy intended to minimize screentime of children with minimal adult supervision

- Conducted 4 user interviews with parents to understand how children interact with technology and parents' viewpoint on-screen usages
- Created style guide and visual representation that shows data, product, and potential marketing concepts
- Built the low-fidelity wireframes for parental control over Baloo stories

Momentum

User Experience Designer | October 2020

Mobile app designed during SCAD FLUXathon, a twenty-four hour designathon, to encourage community activism by listing events nearby and obtaining rewards for their activism

- Designed a gamified system to empower individuals to incorporate alternatives in their routine for a cause that they support
- Researched the process how petition experience, how petitions are made to to understand the user and their experience

Experience

Pickhacks | Largest Midwest Hackathon

Design Lead | August 2019 - Present

- Ensured brand consistency by collaborating with the marketing and design team through design system, social media, and merchandise
- Created the branding of Missouri S&T's Hackathon
- Designed the website (pickhacks.io)

Design Buddies | Largest Online Design Community

Logistics & Event Lead | April 2020 - Present

- Oversees logistics and events of the fastest growing online design community of 15,000+ members
- Improved the server and website through surveys, card sorting, interviews, and A/B testing
- Moderated and answers questions for 2-3 events/panels per month

Enlight | Esports Career Program

User Tester | November 2020 - December 2020

- Developed business and marketing skills in an esport context through biweekly workshops
- Participated in user testing for a space for people interested in esports
- Gathered user insight to produce successful business objective