

<http://wilsonlam.ca> <http://dribbble.com/WilsonLam> [mail@wilsonlam.ca](mailto:mail@wilsonlam.ca) (647) 701-2828

## Skills

### Computer Languages

HTML 5/CSS 3, Java and CoffeeScript.

### User Experience Practices

Rapid prototyping, micro-interaction and visual design.

Strong knowledge of information architectures and design methodologies.

### Software

Experienced in Principle, Flinto, Framer, Origami, InVision, Sketch, Photoshop, Illustrator and WebFlow.

## Awards

### Dean's Honours List

Fall 2016, Winter 2017, Fall 2017

University of Waterloo

### Penelope Glasser Memorial

#### Scholarship

Fall 2015

University of Waterloo

### President's Scholarship

Fall 2015

University of Waterloo

## Education

### Candidate for Bachelor of Global Business and Digital Arts

University of Waterloo

Started 2015, Expected 2019

### Relevant Courses

GBDA 103 – UX Design

GBDA 228 – Online Applications

Course content contributor as TA for design and rapid prototyping methods.

## Summary of Qualifications

- Multidisciplinary designer with technical expertise in rapid prototyping
- Experienced user experience designer from holding a tenure at one of Canada's largest student-run non-profit organizations
- 4+ years of experience in web development, prototyping and design
- Knowledgeable with principles of affordance in interaction design

## Experience

### Vice President of Design

Jan 2017 - Present

Nspire Innovation Network

Toronto, ON

- Currently leading Nspire's organizational-wide digital strategy, in-house product development and rebranding campaign
- Launched a website for the National Business and Technology conference which resulted in a **10x increase of the event's ticket sales rate**

### Digital Content Designer

May 2017 - Aug 2017

Brand.ai, A InVision Company

New York, NY

- Created a series of onboarding videos for Brand.ai's Sketch plugin software to showcase its capabilities

### Founder

Apr 2013 – Dec 2016

Tagger Solutions

Toronto, ON

- Created an entrepreneurial venture in NFC technology and raised over \$18,000 in revenue
- Developed a digital strategy resulting in strong online sales, recognition by YouTubers (most notably Linus Tech Tips) and a strong following in Tagger's products

## Projects

### CoinLook | <http://wilsonlam.ca/coinlook>

Jan 2018

Personal Project

- Created a design for watching hardware-based cryptocurrency wallets
- Designed and animated the look and feel of the app using Flinto

### Searcher | <http://searchergame.com>

Nov 2017

GBDA 301 – Game Design, University of Waterloo

- Built a landing page for a conceptual game with parallax elements and original artwork