

Skills

Programming Languages

Proficient in Java and CoffeeScript

User Experience Practices

Strong knowledge of information architectures and design methodologies such as Agile

Prototyping

Experienced in HTML5/CSS3, Principle, Flinto, Framer, Origami, InVision, Sketch, Photoshop, Illustrator, After Effects 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
- Familiar with bringing visual and interaction design projects to production
- Experienced user experience designer from holding a tenure at Nspire – one of Canada's largest student-run non-profit organizations
- 5+ years of experience in web development, prototyping and design
- Knowledgeable with colour theory, typography, brand communication and composition

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, An 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 retail 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