

# sherry k. lam

Product Designer, Storyteller, Life-long Learner

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## EXPERIENCE

### Lead Product Designer @ KnowMe, Inc.

Mar 2021 - Present | Remote

- Led design efforts to release MVP mobile app
- Implement revamped website landing pages on Webflow to increase sign up rates
- Work with executives weekly to present end-to-end mobile app design process

### Product Design Intern @ KnowMe, Inc.

Mar 2020 - Mar 2021 | Remote

- Designed responsive web screens and funding slide deck with executives from the ground-up to establish branding consistency for this startup

### UX and Website Support Assistant @ UCLA Student Affairs IT

Nov 2019 - Present | Los Angeles, CA

- Improve web accessibility and user experience by updating web content across 30+ department sites that garner 14+ million views per year by writing HTML/CSS on DNN
- Conducted research and wireframed to redesign UCLA Recreation for better user flow
- Communicate with department leads to edit and manage websites

### Designer @ Bruin Advertising and Marketing Team

Oct 2018 - Jun 2020 | Los Angeles, CA

- Designed award-winning marketing campaigns for clients of the 2019 and 2020 National Student Advertising Competitions, Wienerschnitzel & Adobe
- Conducted usability tests and simplified the user flow of Wienerschnitzel's website

### UX Design Intern @ Wazo

Nov 2019 - Feb 2020 | Los Angeles, CA

- Collaborated cross-functionally with designers and PM to wireframe and prototype new features to increase engagement on the iOS app
- Updated UI components within design system to establish consistent branding

### Hand Lettering and Design Freelancer

Jan 2017- Jan 2020

- Created a personal brand, sherletters. Sold 120+ stickers, earning 580% profit, worked with 3 clients to complete 250+ custom name cards for wedding orders
- Taught a Skillshare class on brush lettering (490+ students, 12,400+ minutes watched)

## EDUCATION

### University of California, Los Angeles

Mar 2021 | GPA: 3.76

B.S. Cognitive Science,  
Specialization in Computing,  
Asian American Studies Minor

### UX Design Certificate

Google | Sep 2021 (Expected Completion)

### Yonsei University

Yonsei International Summer School  
Summer 2019 | Seoul, Korea

Relevant Coursework:

Fundamentals of User Experience, The Web Developer Bootcamp Certificate (Udemy)

## SKILLS

### Design

Wireframing  
Prototyping  
User Flows  
Interaction Design  
Visual Design

### Tools

Figma  
Sketch  
Principle  
Protopie  
Adobe XD

### User Research

User Interviews  
Usability Testing  
Competitive Analysis

### Languages

HTML/CSS  
Javascript  
React

## PROJECTS

### Tasks in Google Calendar

#### Design Collective Fellowship

Jul 2020 - Sep 2020 (6 weeks)

Conducted case study to design a feature on the Google Calendar mobile app that allows users to schedule tasks. Focus on micro-animations using Protopie.