

## EDUCATION

### University of Waterloo

Bachelor of Global Business and Digital Arts, Dean's Honours (85%)

**COMPLETED** Apr 2019

## PROFILE

Hi, I'm Wilson! I've been a practicing professional designer since 2015. I'm an advocate for humane experiences in both the physical and digital realm. Feel free to ask me about design, computer networking, electric cars or backpacking tips!

## Design Tools

Figma	Photoshop
Sketch	After Effects
Principle	Illustrator
Flinto	InVision
ProtoPie	Keyshape
Webflow	HTML/CSS
Framer X	

## Abilities

Rapid prototyping, front-end development, mobile + web app design, user experience research, design direction, design system implementation and reverse engineering.

Say Hi! 🙌

✉️ mail@wilsonlam.ca

☎️ +1 (647) 701-2828

## WORK EXPERIENCE



### InFlight

Kitchener, ON

● **Product Designer** Sep 2018 – Present

Led the redesign of enterprise eProcurement portals, applicant tracking systems, and HR systems which generated significant revenue and growth with bespoke designs for Cox Enterprises, University of California and City of San Francisco.

● **UX/UI Design Co-op** Apr 2018 – Aug 2018



### Design Teaching Assistantship

University of Waterloo  
Stratford, ON

Sep 2017 – Apr 2018

Performed in-class demonstrations and workshops under courses led by Dr. Leah Zhang-Kennedy. Assisted with critiques, grading and administrative tasks.



### Founder

Tagger Solutions  
Toronto, ON

Apr 2013 – Dec 2016

Created a start-up specialized in NFC/RFID hardware design. Peaked at \$10k monthly sales.

## FREELANCE PROJECTS



### Product Designer

Formlabs  
Boston, MA

**The Digital Factory / User Summit 2019** Feb 2019

thedigitalfactory.com / summit.formlabs.com

Built two websites in 10 days after the client had a failed stint with a Boston-area WordPress agency. Rescued two projects and helped to achieve 1500 ticket sales, US\$2 million revenue and 2x conversion increase over last year.



### Content Designer

Brand.ai (InVision DSM)  
New York, NY

May 2017 – Aug 2017

Helped to identify and solve the misconception that Brand.ai was only a style guide. Created videos to lead users to understand the value of the Brand.ai design system platform.