

Caroline Lam

P 0435 406 430

E caroline@littlelam.com.au

Education

User Experience Design, General Assembly, 2018

Certificate IV Graphic Design, Shillington College, 2014

Bachelors of Marketing, RMIT University, 2012

Experience

Senior Product Designer, Matrak, 2021 - 2022

Served as the primary UX and Product Designer for a global construction-tech SaaS startup based in Melbourne. Core responsibilities involved close collaboration with the Head of Product, Head of Design and Head of Technology to identify customer pain points through CX research, define product requirements for both the mobile app and web application, and deliver innovative design solutions following a lean product development process.

- Championed the customer experience across the organisation to influence business initiatives and priorities
- Actively participated in fortnightly stand-ups with the Executive Leadership, Sales, Marketing and Customer Success teams
- Regularly conducted thorough competitive landscape analysis and industry research
- Managed ongoing qualitative customer research such as observational on-site visits and interviews with key customer segments
- Continuously monitored and maintained quantitative behavioural insights through Hotjar and data analytics
- Created and evolved the customer journey map for the customer onboarding experience
- Helped establish and document the product design and delivery process following a dual-agile sprint methodology
- Worked closely with Product Management to define problem statements and draft the opportunity canvas
- Designed low fidelity wireframes and prototypes to capture product requirements for backlog grooming
- Delivered high fidelity designs and assets across multiple engineering squads
- Performed UX copywriting while establishing an internal nomenclature system
- Owned the Figma design language system while revising core components to reflect the new brand update
- Managed Jira tickets which involved writing user stories and acceptance criteria
- Regularly advised the engineering squads in daily stand-ups, retrospectives and other established sprint ceremonies
- Defined and addressed cybersecurity requirements in collaboration with the Tech Leads

Notable outcomes:

- UX/UI enhancements to the desktop drawings functionality, to reflect new branding, improve accessibility and address customer and internal business needs identified through user-behaviour analytics. This involved designing a simpler way for our clients to update the status of the project's materials relevant to their location on the floorplan in real-time
- A comprehensive customer journey map of the current onboarding process and identification of existing pain points for our customers and internal staff. We presented the findings to the company which sparked multiple major product and service initiatives to improve onboarding as a result

Tools used:

- Jira, Confluence, Intercom, HubSpot, Hotjar, EnjoyHQ, Adobe Suite and Figma

Product Design Lead, Goodwork, iOS and Android application in React Native, Melbourne, 2019 - 2021

My role was to lead the product team through dual-agile sprints involving BAU and new product initiatives. This involved:

- Sprint planning management (including meeting and ticket management, involving writing user stories and acceptance criteria)
- Creating and revising product roadmap initiatives, working closely with the CEO to review KPIs.
- Conducting on-site visits and in-person and online user interviews
- Low to high fidelity wireframing and prototyping including UX copywriting
- Establishing a design system for both iOS and Android and rolling out consistent UI across the application in iterations
- User acceptance testing and bug monitoring
- Defining telemetry points and reviewing the data with our in-house analyst on a fortnightly basis to support sprint planning and product initiatives
- Creating digital media guidelines and assisting with content strategy

Notable outcomes:

- Auditing and redesigning their onboarding experience, splitting it into a primary and secondary onboarding user flow which saw a steady increase in onboarding and profile completion rate.

Tools used:

- Clickup, Intercom, Adobe Suite, Figma, Miro, Frontify, Storybook, Webflow

UX/UI Designer, 24 Digital Agency, 2019

My role was to lead the design of a responsive website (desktop and mobile), featuring a member portal for an International Government client. The process involved:

- Hosting strategic workshops with the client
- Site mapping, information architecture, low to high fidelity wireframing and prototyping.
- Collaborating with an external development agency
- Assisting with their tone of voice and digital brand identity in collaboration with the client's in-house design team

Brand Manager, The Commons, Melbourne, 2017-2019

My role was to art direct and manage all touchpoints of the brand experience. This involved:

- Managing a team consisting of an editor, junior designer and photographer
- Designing all brand identity requirements
- Working closely with management to refine their product offering, in line with business objectives and changing competitive landscape
- Delivering, tracking and reporting all marketing campaigns across print and digital
- Writing and designing a monthly digital newsletter
- Working closely with the Operations Manager to maintain and deliver strategic community events including hosting creative mornings (a breakfast lecture series)

Notable outcomes:

- Designing their website and in-house community app
- Launching multiple branded locations involving collaborating with architects and interior designers to deliver branded FF&E
- Designing a streamlined onboarding experience for multiple locations including a branded welcome kit tailored to the specific location

Tools used:

Wordpress, Mailchimp, Google Adwords and Analytics, Facebook and Instagram for business, Adobe Suite, Sketch, Invision

Design and Marketing Manager, Stylegarage, Toronto, 2015-2017

My role was to deliver all print, digital and spatial design requirements and to manage all marketing campaigns for the company. This involved:

- Working closely with management to review monthly sales targets
- Regular competitive landscape research
- Planning, delivering, tracking and reporting all marketing campaigns including Google Ads, EDM's, social media (linkedin, facebook and instagram), in-store advertising, window installations, street and print advertising and website content
- SEO optimisation and reporting Google Analytics to management on a weekly basis.
- Establishing and maintaining strategic product collaborations
- Window merchandising and signage design
- Art direction and set design for new product launch photography shoots
- Stall design for exhibitions

Notable outcomes:

- Refreshing their brand identity (logo, iconography, typography, colour palette and tone of voice) and creating a brand guideline
- Re-designing their website in line with updated branding with added e-commerce functionality
- Establishing a strategic partnership with Toronto International Film Festival as their furniture provider and designing their VIP lounge for the 2016 film festival

Tools used:

Wordpress, Mailchimp, Google Adwords and Analytics, Facebook and Instagram for business, Adobe Suite.

References:

Available upon request