



JASMINE TAM

SENIOR PRODUCT DESIGNER

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Summary

An engineer turned UX designer with a passion in creating seamless and thoughtful products to improve the human experience through grounded, simple and accessible design.

Skills & Competencies

- User Strategy and Approach
- Co-creation/Ideation Facilitation
- Primary/Secondary User Research
- User Persona Development
- Experience Mapping
- Sketch, Figma
- Miro, Mural, Whimsical Boards
- Axure RP, Invision
- Photoshop, Illustrator
- HTML, CSS, Javascript
- Information Architecture (IA)
- Interaction & User Flows
- Usability Testing Facilitation
- Wireframing & Prototyping
- Client Presentation & Pitchwork

Professional Experience

Senior Product Designer, Indigo Books Inc. Feb 2022 - Current

- Played a key role in re-designing the Indigo website, being quick to adapt to changing tasks/scope and excel in my ability to distill complicated systems into easily digestible formats to efficiently facilitate solutions across multiple teams.
- Created flexible CMS modules to be used throughout the site, and acted as main point of contact to interact regularly with stakeholders and development teams to outline and document the use of modules/templates. Took part in content modelling to coincide with designed modules using Miro and Figma to facilitate naming conventions and migration of thousands of pages on the site. Miro template was wildly popular and extremely effective for mapping out the launch state of the site and was often used by several stakeholders at the same time as they merchandised and created the site in Contentful and SFCC.
- Consolidated the existing site audits to create a master list that allowed teams to be confident that all pages on the existing site were accounted for in terms of removal, migration, archiving or slated for re-design. Worked on new site architecture for various templates, page types and journeys prior to migration efforts.
- Lead the re-design of transactional emails as effective customer touch-points by comprehensively mapping all emails, which included multiple permutations of data points and copy that the emails contain, in order to streamline redundancies prior to the redesign. Defined the visual identity and maintainable template for our new transactional email design system, working very closely with dev to identify what was possible, given the challenging constraints of designing for email.
- Worked collaboratively with tight-knit design team to improve over workflow and process for Indigo's new digital structure in efforts to improve on feature output, transparency & communication, inter-team synergy, and overall organization of Indigo Digital and beyond.

Senior Experience Designer, EY Design Studio Nov 2020 - Feb 2022

- Responsive re-design of e-commerce website for Canada's largest mobility service provider (motioncares.ca); Performed stakeholder/user interviews in Discovery to deeply understand 3 main personas and their experiences
- Re-created the site architecture and various user flows for the redesign, optimized to solve for user needs
- Wireframed & prototyped major pages (desktop/mobile) on Figma, ensuring all UX decisions laddered back to the insights and goals, and later user-tested for usability and content issues prior to development
- Worked closely and collaboratively with strategy and development team to ensure content migration and design outputs are aligned and seamlessly moved through the project phases
- Performed similar tasks listed above for other projects: Chatbot discovery and design, and Dashboard redesigns

Senior User Experience Designer, Critical Mass Aug 2017 - Nov 2020

- Lead in design activities including distilling user insights informed by research, creating personas and experience maps, and developing the UX approach for what the solution can be to address user needs/pain points
- Continuously ensure that team's design decisions ladder back to the user insight, and solves the core problem
- Lead in facilitation in co-creation and ideation workshops (internally and with clients)
- Work closely with in-house and client teams (mainly the credit cards payments journey for a large U.S. financial institution), to spearhead the development of new information architectures, new user flows, and subsequently ideate established concepts in the form of wireframes and prototypes
- Additionally, ensure solutions can accommodate varying use cases by documenting user scenarios and states, and working with the designer to ensure interactions and animation aid in enhancing the overall experience for the user
- Started at the company as User Experience Designer prior to step up.

Product Compliance Specialist, Mercedes-Benz Canada Feb 2014 - Apr 2017

- Created an innovative customer experience program through a customized 3D-printed model cars gift service for lead generation & customer retention.
- Oversaw all environmental compliance matters, including GHG emissions reporting to Environment Canada, analyses of fleet fuel economy/emissions test data, and CO2 credit management/forecasting in roadmap for ongoing environmental corporate responsibility.
- Managed company environmental stewardship programs, liaised with industry working groups and Environment Canada, and followed all relevant federal environmental regulations.

Education

Graduate, Full-Time UX Design Course, Brainstation, Toronto April - June 2017

Completed a 10 week full-time immersive user experience and user interface design course.

Master of Engineering with honours, University of Toronto, Toronto Sept 2012 - Nov 2013

Department of Chemical Engineering & Applied Chemistry with Sustainability Engineering

Bachelor of Applied Science, University of Toronto, Toronto Sept 2007 - June 2012

Department of Materials Science & Engineering, specializing in Sustainable Development & Materials Processing
Professional Experience Year credit awarded