

Jason Lam

UX Researcher and Strategist

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Passionate about driving product development through research insights

EDUCATION

University of Michigan

M.S. Information | HCI

Dual degree in Social Work
Sept 2015 - April 2018

University of Alberta

B. Commerce | Marketing

Sept 2004 - April 2008

SKILLS

Usability Testing, Heuristic Evaluation, Card Sorting, Interviews, Focus Groups, Survey Design, AB Testing

Affinity Mapping, User Journey Maps, Personas, Prototyping, Storyboarding

TOOLS

Photoshop, Illustrator, Indesign, Axure, Sketch,

HTML5/CSS3, Javascript
Python, R, SPSS, Stata

AWARDS & HONORS

Dean Mission Scholarship
Public Grant Scholarship
LSA Service Leader
HULT Prize Regional Finalist

INTERESTS

Cooking, Traveling, Swimming, Hiking, Community Development

WORK EXPERIENCE

University of Michigan

UX Research Assistant | Sept 2016 - Present

- Conduct formative, mixed-methods research to define UI and information architecture for digital employment tools. Publication of initial findings accepted in [ACM SIGCHI](#).
- Analyzed over 500 pages of focus group data through content analysis and qualitative coding. Findings received recognition at 2017 APHA conference and will inform a 2019 HIV treatment pilot program.

Usability Specialist | Sept 2015 to Sept 2016

- Defined, conducted, and analyzed usability tests, heuristic evaluations and card sorting to redesign several websites resulting in the filing of 4 critical errors, over 13 UI changes and publication in [Code4Lib](#).

YMCA Headquarters

Service Design Consultant | April 2016 to Aug 2016

- Conducted immersion study, interviews and participatory design sessions to support redesign of the national youth aquatic program resulting in the development of a water safety toolkit for young families.

CBi China Bridge

Business Designer | April 2013 to April 2014

- Defined research plan and analyzed findings for 4 team immersion study in rural China resulting in ideation session informing 3 new service offerings and improving patient conversion rates from 31% to 63%

Marketing Specialist | March 2012 to April 2013

- Developed marketing content, conducted A/B tests and analyzed metrics improving web traffic by 22% and conversion rate by 18%.

PROJECTS

edX

- Prepared research protocol and moderated usability tests for "Testing Design with Users" module in UX micro-masters program.

JSTOR

- Conducted interaction mapping, interviews, and remote usability tests to identify 3 critical errors in the onboarding process for freemium users.

Komfo Anokye Hospital

- Refined product specifications for blood pressure device used in rural settings through task analysis, contextual inquiry and usability tests.