Ying Kit Lam

A Digital Product Designer based in Germany.

PROFILE

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PLACE OF BIRTH	Hong Kong
DATE OF BIRTH	13 Oct 1993

OBJECTIVE

I am a UX thinker and designer who is passionate about humanising digital products. I have strong focus in analysing user data and capture user personas. I turn thoughts into ideas and strategies that maximise product potential.

SKILLS

- UX design, UI design
- User test, user research
- Data analysis

SOFTWARES

- Figma, Sketch, Balsamiq
- Google Analytics, Usabilla, Adobe Analytics
- Hotjar, Optimizely
- Confluence, JIRA
- Contentful
- English, Chinese (Mandarin, Cantonese), German (B1)

Working Experiences

2019 - Now — **HoliayCheck AG | Product Designer**

- Translated data, included Google Analytic data, Hotjar data, and Optimizely data, into user need and user persona
- Optimised existing product features to fulfil user needs
- Suggested new features to maximise product performance
- Created and suggested new information architecture, and customer journey
- Prototyped and created designs for different viewports
- Contributed to Design system according to user needs
- Suggested research questions, research methods, and performed competitor analysis

2018 - 2019 — **BMW Connected Drive, E-Commerce Team | UX Research, Design Intern**

- Analyzed Adobe Analytics and Google Analytics data, to identify user needs
- Evaluated the technical possibilities and timeline possibilities
- Created and suggested customer journey to maximise product value
- Suggested research questions, research methods, and performed competitor analysis
- Prototyped and created designs for different viewports

2017 - 2018 — **L & T Technology Services | Software Quality Tester**

- Tested and evaluated the frontend system quality
- Identified possible product and user needs
- Cooperated with software engineers to improve product quality
- Contibuted to the machine learning system according to user needs

Education

2016 - 2019 — **Master in Psychology: Learning Sciences**
Ludwig-Maximilians Universität

2016 - 2019 — **Bachelor in Psychology**
The Hong Kong Polytechnic University