TRISTA LAM

USER EXPERIENCE DESIGNER
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WORK EXPERIENCE

May 2022 - Present

Sr. UX Designer
Alkami Technology - Dallas, TX
- Collaborated with cross-functional teams to align project goals, scope, and requirements, ensuring business objectives met user needs.
- Employed data-driven design methods, using user analytics and A/B testing for impactful decisions, leading to notable System Usability Scale (SUS) score improvements.
- Designed a dynamic insights dashboard, boosting add-on sales through insightful buyer engagement.

Feb 2022 - Feb 2023
(1 yr)

Graphic Designer (Volunteer)
UX Research & Strategy Group - Dallas, TX
- Created impactful event marketing and rebranded materials to spread UX research knowledge, enhancing outreach efforts.

Jun 2019 - Nov 2021
(2 yrs 5 mos)

Visual Design Manager
ZTE USA - Richardson, TX
- Orchestrated marketing collateral design, supporting sales across product cycles.
- Elevated brand equity through website enhancements, driving higher transaction rates and online presence.

Sept 2016 - Sept 2018
(2 yrs)

Sr. Visual Designer
Prime Art & Jewel - Dallas, TX
- Led digital and print branding material creation, amplifying brand identity and engagement.

Jul 2014 - Jul 2016
(2 yrs)

Marketing Manager & Graphic Designer
Green Plate Asian Bistro - Miami, FL
- Directed marketing and design, crafting compelling materials to drive sales growth.

EDUCATION

Oct 2021 – March 2022

User Experience Design Certificate
Southern Methodist University - Dallas, TX

Jun 2020 - Aug 2020

User Experience Nanodegree
Udacity - Online

Jan 2011 - May 2013

Bachelor of Fine Arts in Graphic Design
Florida Atlantic University - Boca Raton, FL

UER EXPERIENCE DESIGN & RESEARCH

Interviews & surveys
Ideation & workflows
Journey Mapping
Wireframing
Prototyping
UI Design
Qualitative analysis
Usability & concept testing
Service Blueprint

TOOLS

Figma
Sketch
Zeplin
InVision
Jira
Miro
Mural
Trello
Adobe Creative Suite

OTHER

Digital Photography
Illustration
Wordpress
Video Editing
Googling
Rapid Upskilling

LANGUAGES

English
Cantonese
Mandarin