

Michelle Lam

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Inquisitive visual and UI/UX designer finding solutions for digital products and user experiences. Eleven years of web design background with a strong understanding of design principles and an eye for detail. Strengths in creativity, teamwork, communication, quick adaptation to new technology and software, and research skills.

Work Experience

Freelance Visual UX/UI Designer

June 2020 – Present

- Engaged with clients to gather project requirements, clarifying timelines and expectations
- Advised clients on website design best practices to enhance visibility and improve user experience
- Guided clients through branding and layout design discussions, integrating input to increase user engagement

BUILDINGBLOCKS Marketing Solutions

April 2021 – November 2025

Graphic & Web Designer

- Crafted compelling print designs, balancing aesthetics with communicative effectiveness
- Drafted engaging email and social media campaigns, utilizing layout, visuals, and typography to maximize impact and user engagement
- Prototyped responsive websites, ensuring seamless user experiences across various devices and screen sizes that align with the client's brand and design standards

Umbrage

October – December 2022

UX/UI Design Apprentice

- Collaborated with cross-functional teams to develop an administration portal and front-end user platform, enhancing the overall user experience
- Gained hands-on experience in Agile methodologies, from defining user problems to conducting user research and designing solutions

Environmental Resources Management | Houston, TX

September – November 2021

Creative Designer

- Redesigned PowerPoint presentations for environmental and energy companies, updated templates for easier readability and layout organization
- Edited brochure layouts and interactive PDFs using Adobe Indesign, implemented interactive elements to bring more user engagement

Houston Public Media | Houston, TX

September 2017 – June 2020

Visual Designer

- Composed landing pages featuring programming content and membership pages on the website, reduced customer service calls on issues with navigating the website by 85%, and increased user engagement in local community events
- Collaborated with writers and producers on news and video content for weekly email newsletters; performed updates to video promos and email newsletters on WordPress CMS to inform users about weekly content and community events
- Created digital assets such as headers and buttons for fundraising and underwriting, exceeded expectations on the amount raised for quarterly fundraising campaigns

Graphic Designer

- Developed layouts for brochures, flyers, and email deliverables for school districts, and notified school district employees of the health awareness fair
- Prepared PowerPoint presentation templates, web graphics, and microsites for health industries; designed and organized text and imagery for easy readability

Skills

Design Tools: Figma, Adobe XD, Adobe Creative Suite, Photoshop, Illustrator, Miro, MS Office, Powerpoint

Core Competencies: Branding, Color Theory, Design Systems, User Experience, UI Design, UI Grids & Composition, Interaction Design, Product Design, Web Design, Mobile Design

Research & Testing: User Research, Usability Testing, Persona Creation, Journey Mapping, Affinity Diagrams, User Flows, Information Architecture, Storyboarding, Wireframes, Prototyping

Development: HTML5, CSS3, Bootstrap, Visual Studio Code

Methodologies: Agile, Design Thinking

Collaboration: Asana, Monday, Cross-Functional Teamwork

Projects

Umbrage Bodega | <https://www.mlam.design/work/umbrage-bodega>

Streamlined the inventory management process by implementing the Umbrage Bodega app and admin portal, eliminating stock disorganization and ensuring employees had real-time access to swag availability.

- Skills | Technologies: User Research & Analysis, User Experience Design (UI/UX), Interaction Design, Rapid Prototyping, Design System, Usability Testing, Figma, Miro

H-E-B Proof of Concept | <https://www.mlam.design/work/heb-proof-of-concept-app>

Meal prepping and searching for ingredients in the store can be frustrating and laborious. In this app, shoppers can quickly find recipes, select ingredients, and shop for the ingredients in the store.

- Skills | Technologies: User Research (Interviews + Surveys) & Analysis, User Experience Design (UI/UX), Interaction Design, Rapid Prototyping, Design System, Usability Testing, Figma, Miro, Google Forms

Education

University of Houston

Bachelor of Fine Arts, Graphic Design

Rice University

Certificate, UX/UI