

Losheta Tam

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Skills

Design Skills Market Research | User Persona | Information Architecture | User Flows | Wireframing | Prototyping | Design System | Responsive Design | Accessible Design

Software Figma | Jira | Miro | Confluence | Photoshop | InDesign | Microsoft Office Suite

Work Experience

Intermediate Product Designer - Bold Commerce

August 2024 - Present

- Leading the designs of the Checkout Admin rebuild, focusing on allowing ecommerce merchants to personalize their users' checkout experiences and use multiple payment gateways within their store
- Established a design and implementation process within the company to encourage collaboration between the design and development teams. This process improved communication, ensured developers had a clear understanding of design specifications before implementation, and supported thorough testing before feature releases
- Optimized the design system by creating reusable UI components with multiple variants, ensuring consistency and flexibility across applications. Standardized color schemes and component states, improving designer efficiency and accelerating the development process

Product Designer - Apryse (formerly PDFTron)

March 2022 - August 2024

- Led the designs for the flagship B2B SDK product (WebView) which generated over \$100 million in revenue, and collaborate cross-functionally to enhance features, driving a 35% increase in customer growth within the past year
- Spearheaded the redesign for the PDF Text Editing feature, enabling real-time change visibility and attracting 87 new customers within 6 months of launching
- Led the design efforts to ensure WebView met WCAG 2.1 accessibility guidelines, focusing on color contrast, visual labels, keyboard navigation, and screen reader compatibility
- Optimized the responsive behavior of the Measurement tool within WebView SDK, ensuring seamless adaptation across various screen sizes and devices, significantly enhancing user experience
- Incorporated feedback from usability testing and market research to iteratively improve user experience, actively participating in design reviews with Product Managers, Developers, and Designers
- Collaborated with the Design System Lead in updating and creating new components for the WebView design system to increase design efficiency and ensure consistency across the platform
- Conducted market analysis, create design mockups, and deliver high-fidelity designs and prototypes to present to project stakeholders

UX/UI Designer - Sync Software

March 2021 - March 2022

- Led the design efforts from inception for a new B2B web management platform for SME's, featuring 6 core features and was responsible for the UI design
- Created user flows, information architectures, wireframes, high-fidelity designs, and prototypes for 4 client websites in the B2C sector

- Wore multiple hats and collaborated closely with developers, ensuring effective communication and coordination to meet project deadlines leading to a 10% reduction in implementation timelines
- Acted as the key liaison with clients, conducting detailed discussions to comprehend their needs and requirements, followed by reviews to go over design mock-ups resulting in a 98% client satisfaction rate

Education

User Experience Design Certificate

Brain Station | Vancouver, Canada

May 2020 - July 2020

Bachelor of Interior Design - CIDA Accredited

British Columbia Institute of Technology | Vancouver, Canada

January 2015 - April 2019

Bachelors of Interior Design - Study Abroad

HAWK Hochschule für angewandte Wissenschaft und Kunst | Hildesheim, Germany

February 2018 - August 2018