Losheta Tam

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Skills

Design Skills   Market Research | User Persona | Information Architecture | User Flows | Wireframing | Prototyping | Responsive Design | Accessible Design (WCAG 2.1) | Design System

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

Work Experience

Intermediate Product Designer - Bold Commerce   **August 2024 - Present**

- Leading the end-to-end designs for the Checkout Admin rebuild, enabling e-commerce merchants to customize checkout flows and integrate multiple payment gateways
- Improved the onboarding flow for integrating Adobe Commerce with Bold's Checkout Admin, simplifying a complex setup experience and reducing friction for users connecting the two platforms
- Conducted 5 agency interviews to validate design direction of upcoming initiative and understand current merchant challenges
- Established a cross-functional design–dev collaboration process that improved workflow efficiency by 20% and encouraged pre-launch testing to reduce post-launch bugs
- Scaled and optimized Bold's design system by introducing reusable, multi-variant UI components, enhancing design consistency and developer efficiency

Product Designer - Apryse (formerly PDFTron)   **March 2022 - August 2024**

- Led the design of WebViewer, the flagship B2B SDK for document processing which generates over $100 million in revenue and driving a 35% increase in customer growth within one year
- Spearheaded the PDF Text Editing feature redesign, directly attracting 87 new customers within 6 months of launching
- Led the design efforts of the accessibility initiative for WebViewer, ensuring WCAG 2.1 accessibility compliance focusing on color contrast, visual labels, keyboard navigation, and screen reader compatibility
- Optimized the responsive behavior of the Measurement tool within WebViewer 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 WebViewer 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 - Synic 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   **May 2020 - July 2020**
Brain Station | Vancouver, Canada

Bachelor of Interior Design - CIDA Accredited   **January 2015 - April 2019**
British Columbia Institute of Technology | Vancouver, Canada

Bachelors of Interior Design - Study Abroad   **February 2018 - August 2018**
HAWK Hochschule für angewandte Wissenschaft und Kunst | Hildesheim, Germany