Sally Nam
UX·UI Designer

I'm all about using UX/UI design to make a real difference in people's lives, especially in areas like **healthcare**, **environment**, and the **community**.
My focus is always on creating user-centered, practical solutions that can truly help people. I love working on projects that have a positive impact and make the world feel a little more connected and inclusive <3.

🌐 www.sallyndesign.com   ✉ sallynam815@gmail.com   in linkedin.com/in/sally815/

Skills

Design
UX design, UI design, Product Design, Brand Design, Graphic Design, Usability testing, Design System, Responsive Web and App Design, Interaction Design, User Research, Prototyping, Design System

Marketing
Ads Management, Targeting Strategy, Audience Segmentation, Social Media Strategy, Content Planning, Visual Messaging, Email Campaign, Metrics Tracking

Tools
Figma, Adobe Creative, Web Flow, WordPress, Shopify, Framer, Spline, HTML/CSS, GA4, Meta Ads, Google Ads

Education

Emily Carr University of Art + Design | Visual Art | Graduated 05/2023

Certification

Ethical Conduct for Research Involving Humans (TCPS 2)

Adobe Certified Professional

Volunteer

Veitvibe - Vietnamese Community

Experience

Product Designer - Bigtent Outdoors | E - Commerce Platform

📍 VANCOUVER , BC | ⏰ SEPTEMBER 2023 - PRESENT

- **Redesigned Shopify-based** web and mobile platforms
- Split a unified platform into separate **B2B** and **B2C** sites
- Led the creation of **localized websites for global branches**
- **Built a D2C system** to simplify customs and tax handling for international shipping
- Created scalable **design systems** for **global collaboration**
- Analyzed **GA4** to drive UX improvements and **conversion strategy**
- Managed digital ad campaigns using **Google Ads and Meta Ads**
- Led Instagram **content strategy**, growing followers from **2K to 9K+**
- Achieved **29% increase** in conversion rate, **400%** boost in **social engagement**, and **229% growth in partnerships** within one year

Product Designer - Ourhealth | Medical interpretation platform

📍 TORONTO (REMOTE) , ON | ⏰ JANUARY 2025 - PRESENT |

- Selected as a finalist for CodeLaunch Canada 2025
- Designed UI for PHIPA-compliant video calls, supporting AI captions, medical notes, and action notes for Limited English Proficiency
- Contributed to the entire process, from ideation and strategy development to launch execution.
- **Worked closely with hospitals** (SickKids, McMaster, CHEO) to integrate accessible, multilingual healthcare resources
- **Collaborated** effectively with a team of 12 members

UX/UI Designer - Ruda Design Studio | Design Agency

📍 TORONTO (REMOTE) , ON | ⏰ DECEMBER 2022 - SEPTEMBER 2023

- **Participated in 4+ client projects** across various industries
- **Collaborated on the full project cycle** from feature planning and UI execution to usability testing
- Designed scalable **UI systems** with a focus on developer handoff and technical feasibility
- **Managed multiple projects** simultaneously to meet deadlines and quality standards