

Hi! I'm **Andrea Alam**, a Lead Multidisciplinary Designer

EXPERIENCE

User Experience Designer II

Amazon A9, Palo Alto, CA / June 2016–Present

The Visual Search and Augmented Reality Team provides deep learning based computer vision and augmented reality solutions to help Amazon customers globally.

- Responsible for leading multiple concurrent projects through the full design life cycle: doc writing, discovery, UX wireframing, prototyping, user research, UI Visual development, asset production, QA and delivery.
- Scale to produce a wide range of interaction and visual work at a high speed for succinct feature marketing and promotion.
- Collaborate with designers, researchers, engineers, marketing teams, and product managers while communicating design decisions with senior leaders and partner teams.
- Respond to potential technical requirements and adapt for platform specific limitations and Amazon UI guidelines.
- Co-found/admin to Amazon's Bay Area Design Community to encourage community building and support cross-team collaboration within the SF Bay Area.

User Experience Designer

Plasticity Labs, Kitchener, ON / Feb. 2016–June 2016

Plasticity Labs offers the first Engagement Platform software to help employees rewire for happiness through short and engaging activities as well as a social network community.

- Executed complete redesign through design documentation, wireframes, fluid grids, visual assets, design framework, design guide and final pixel-level specification.

Design Research Assistant

University of Waterloo, Waterloo, ON / 2016

Simultaneous 3rd year course Values-in-Design and Media Practice: Gamification, and invitational professor-run research in Contextual Information Delivery: Human-Centered Design.

- Acted as client partner, MediaSmarts' representative ensuring student quality of work met clients specific requirements.
- Balanced mentoring, consulting and troubleshooting with individual contributions to creative research assignments.

User Experience Designer

Ourotech, Kitchener, ON / Feb. 2015–Mar. 2016

Ourotech is a science startup that measures cancer drug resistance using proprietary hydrogel outside of the body to determine the best treatment and improved trial process.

- Conceived and designed appealing visual brand to tent across various media including identities, websites, flash and marketing collateral working directly with the founder.
- Designed and developed a responsive website improving site traffic and purchasing conversion rates.

User Experience Design Intern

Amazon, Seattle, WA, 2014

Amazon HQ is home to Amazon Fashion's UX and Research Team, focused on bold ideas, business priorities, frustration reduction, expansion opportunities and building customer trust.

- Demonstrated ability to engage a complex design project, from taking an ambiguous prompt into customer-focused journey documentation and strategic direction.
- Managed own work stream, drove the product and engaged at every level from guiding research to prototyping high-fidelity designs for my mid-sized project.
- Developed presentation for cross-disciplinary and partner teams resulting in shared creative patterns for refinements across Amazon search experiences and the 2016 product launch of "Dress Finder" based on my concept.

Founder, Photographer + Visual Designer

Freelance, Toronto, ON / Jan. 2013–May 2015

Crafted small network of creatives specializing in creating visual identities in photography/videography and graphic services for their small businesses, products and brands.

- Created dynamic, unique and detailed work for clients that was recognized across Canada, USA and Italy.
- Grew network of clients (brands), magazines, stylists, makeup artists and models/talent over 1,200 members through social channels: Instagram, Facebook and Tumblr.
- Prepared and submitted work for international publication.

SUMMARY

I have designed, tested and led digital products with quickly advancing technologies. I can tackle complex problems from a kernel of an idea through maturity. Design for me marries good customer-focused user experience with elegance and fun. I combine my strategic acumen with a user-centered design approach to deliver lovable and creative experiences.

PATENTS

P38297-US Object Preview in a Virtual Environment	P43435-US Visual Feedback of Progress State
P40104-US Generating and Optimizing Content for User Engagement	P44052-US Recommendations Based on Object Detected in an Image
P42037-US Color Selection for Image Matching Visual Search	P60129-US Computer Vision Based Style Profiles
P42054-US Computer Vision Based Tracking of Item Utilization	P60144-US Dynamic Recommendations Personalized by Historical Data

EDUCATION

University of Waterloo, Stratford, ON

- Bachelor of Global Business and Digital Arts, Honors
- 3.6 GPA, First graduating class of Stratford School of Interaction Design and Business, Featured in 2015 Showcase

CONTACT

Phone 408.391.1244
Email hi.andreaalam@gmail.com
Portfolio www.andreaalam.com
Location Palo Alto, CA