

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

## EXPERIENCE

### Product Designer

Facebook, Menlo Park, CA / January 2019–Present

AR/VR contrives spacial computing platforms. Spark AR is one of three segments, developing new retentive use cases to increase the creation and success of AR over time.

- Responsible for leading new Commerce augmented reality workstream to develop camera modalities and interaction systems for product try-on and conversion outcomes at scale.
- Partner and collaborate with AR/VR, Instagram and Facebook cross-functional teams such as Shopping, Ads and Tooling, for successful integration, with a strong understanding of existing systems and goals of multiple product surfaces.
- Execute product-aligned prototypes, documentation and review presentations with senior design and product leaders.
- Deeply understand the needs and problems of developer and creator communities, businesses, brands, influencers and consumers, to confidently convey expertise both day-to-day and externally at F8, annual conference.

### User Experience Designer

Amazon, Palo Alto, CA / June 2016–January 2019

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

### Design Research Assistant

University of Waterloo, Waterloo, ON / 2016

### 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.

### 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 opportunitites 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.
- 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 tackle complex problems by uniting my strategic acumen with a user-centered design approach.

## PATENTS

P62900-US01

Visual Search with Attribute Manipulation

P38297-US

Object Preview in a Virtual Environment

P40104-US

Generating and Optimizing Content for User Engagement

P42037-US

Color Selection for Image Matching Visual Search

P42054-US

Computer Vision Based Tracking of Item Utilization

P62178-US01

Determining Body Type for Context Based Reviews

P43435-US

Visual Feedback of Progress State

P44052-US

Recommendations Based on Object Detected in an Image

P60129-US

Computer Vision Based Style Profiles

P60144-US

Dynamic Reccomendations 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

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