

ALEX TAM

alexbrainstorm@yahoo.com • 519-807-8777 • 286 Byng Ave., Toronto, Ontario, Canada, M2N 4L3 • alextam.com

OBJECTIVE

A role where I can apply user centered design skills to develop a deep understanding of customers and design relevant and engaging products that people enjoy using.

KEY EXPERIENCE AND SKILLS

- Designed interactive user interfaces for both new computer users and experts using highly complex systems.
- Planned and facilitated over 100 customer interviews and usability evaluations.
- Keen observation and analysis skills with strengths in identifying opportunities and building on ideas.
- Learn exceptionally quickly and work well with multi-disciplinary teams.
- Fluent experience in consulting, interaction design, customer research, requirements gathering, persona development, information architecture, brand experience, mechanical design, and product evaluation.
- Prototyping tools include: paper, Fireworks, Illustrator, Dreamweaver, Photoshop, Flash, and SolidWorks.

PROFESSIONAL SUMMARY

Interaction Design Consultant (2004 - present)

Clients: Center for Global eHealth Innovation, Delvinia, Royal Bank

- Interviewed cancer physicians and patients to identify workflow and design issues for an online application system to communicate patient results and manage patient information.
- Designed concept solutions, screen layouts, and workflow specifications for a web application and interactive voice response system.
- Designed for both hyper-efficient physicians and elderly patients with little to no computer experience.
- Leveraged usability analysis to drive consensus within the project team in favor of the end user.
- Conducted a high-fidelity multi-vendor usability study with 44 anesthesiologists in an operating room setting to manage the migration of paper-based documentation of patient vital signs and treatment plans to an information management system.
- Analyzed usability data to identify issues and the impact of errors to make recommendations for design improvements, procurement, implementation, and training.
- Organized financial services information to migrate a legacy website to a new information architecture. Logical structuring made it easier for users to find specific information among hundreds of web pages.

Interaction Design Consultant - Quarry Integrated Communications (2001 - 2003)

Clients: MDS ScieX/ PerkinElmer

- Designed the interface to a protein mass spectrometer to make scientists more effective at drug discovery by creating a software application designed for ease of use and tailored to match the specific workflow and expertise of scientists in the field.
- Executed a complete user-centered design process, collaborating with two client organizations and an offshore development team.
- Ramped up on the subject domain of proteomics and mass spectrometry.
- Interviewed project stakeholders to gather technical and business requirements.
- Developed personas to communicate customer goals and scenarios through interviewing protein researchers on-site and observing their natural workflow.
- Executed an iterative design process including brainstorming, concept development, and detailed interface design with cycles of usability assessments.
- Prepared screen designs for the mass spectrometer in Illustrator and Photoshop along with product behavior and scenario documents, and delivered design review presentations.
- Negotiated implementation tradeoffs with software developers to maintain design intent.
- Presented components of the project as a case study seminar to a class at the University of Waterloo and the Society for Technical Communication.

Interaction Design Consultant - (Quarry continued)

Clients: FedEx, BASF, Quarry, Nortel

- Planned and conducted exploratory usability and branding assessments for fedex.com.
- Facilitated usability tests and made design recommendations for the FedEx Transit Time application.
- Designed a tool for BASF sales representatives to present complex discount calculations to customers.
- Designed the screen layouts and behavior for an extranet file-sharing system to manage and transfer project files between Quarry team members and clients.
- Conducted a heuristic analysis of management software for a Nortel private branch exchange system.

Student Design Advisor - University of Waterloo (2000)

- Advised engineering students on design projects, processes, and manufacturing approaches.

Product Design Engineer - Invacare (1999)

- Managed the design and development of a wheelchair product concept, collaborating with marketing, suppliers, and manufacturing. Prepared all design drawings and conducted human factors investigations.

Manufacturing Process Engineer - Nortel Networks (1997, 1999)

- Redesigned a semiconductor manufacturing process for Nortel Networks by improving the workflow and human-machine interaction. Designed and specified mechanical and electrical components and wrote all of the control software, doubling throughput, increasing reliability, and simplifying tasks for operators.
- Received two Nortel Spot Awards for dedication and adapting new processes.

ADDITIONAL ACCOMPLISHMENTS

- **Published in Popular Science Magazine - "Human Powered" Design Challenge (2004)**
Awarded Finalist in Popular Science/Core77 competition for the design of the BounceFly Diving Board.
- **Captained winning team for the Design Interactionary at the Toronto Usability Summit (2003)**
Organized a multidisciplinary team from Quarry to develop and fine-tune a design methodology and competed as a designer to win in an intense on-stage competition over IBM and Infinet teams.
- **Coached the Ontario University Athletics championship badminton team (2002-2005)**
Coached team of 25 players at the University of Waterloo for three consecutive years with progressive results: 5th, 2nd, and 1st place finishes in each respective year.

EDUCATION

- **University of Waterloo, Canada** 2001
Bachelor's degree in **Systems Design** (Honors Applied Science with 2 years of internships)
Course emphasis: User-Centered Design, Human Computer Interaction, and Product Design
- Jared Spool: The secret design strategies of highly successful websites 2003
- Larry Constantine: Usage centered design: Best practices / advanced techniques 2003
- University of Maryland HCIL - Conference on information visualization 2002

ADDITIONAL INVOLVEMENT

- Member of SIGCHI, Toronto CHI and UPA chapters
- Advisor to the Waterloo CHI chapter (planned and facilitated design competitions) 2003 - present
- Competitor – Waterloo Warriors Badminton, Academic All-Canadian Award 1996, 2000
- Mechanical Designer and Manager – Waterloo Aerial Robotics Group 2000
- Languages Spoken: English, Spanish, French, and Cantonese
- Additional Interests: economics, industrial design, cultures, consumer electronics, entrepreneurship.