

CHARLES LAM

hello@charlesl.am / +1.626.215.2672 / www.charlesl.am (password: wowcasestudies)

I'm a full-stack digital product designer who's been helping startups go from 0 to 1, both as sole IC and as player-coach. I've worked in Europe, the Middle East, and in the United States for startups, agencies, and Fortune 500s.

CARMATIC LOS ANGELES, CA, USA

Director of Design, June 2022 → April 2023

Took the platform from back-of-the-napkin sketches and wireframes created by a developer to a fully-featured SaaS platform for car dealerships, which gave users faster access to inventory, finance calculations, and marketing tools. Built an internal design system, marketing website, and sales collateral. Worked closely with product, engineering, and founders (located across the US) to build a world-class product that launched at NADA 2023, where Staten Island's largest dealer group, Island Auto, immediately signed on.

PROTONN SAN JOSE, CA, USA

Product Design Lead, March 2021 → October 2021

Took Protonn from pitch mockups to functioning apps on iOS and web. Built and grew a design team from zero to five, spread across India, the US, and Poland, while also overcoming the challenges of working with a geographically-distributed team. Worked with product management and founders to understand what to build and how to build it, collaborated with engineering teams to implement an internal design system. Launched Protonn's flagship iOS app and companion marketing website August 2021.

EAT APP DUBAI, UNITED ARAB EMIRATES

Director of Design, April 2019 → September 2020

Led design for Eat App, the Middle East's premier restaurant reservations and table management platform, across iPad, iOS/Android mobile apps, desktop/mobile web. Built and grew a team from zero to five designers. Spearheaded a combined design/product/engineering efforts to implement better internal processes, especially around prioritization, and to implement design systems.

MIRUM AGENCY DUBAI, UNITED ARAB EMIRATES

UX Designer, July 2018 → March 2019

Led UX for web and mobile app projects for SABB (the subsidiary of HSBC in KSA), First Abu Dhabi Bank, and Jumeirah Hotels.

BOOKING.COM AMSTERDAM, THE NETHERLANDS

UX Designer, June 2014 → July 2018

Worked in a design team of over 200 in areas as varied as intranet tooling, e-mail marketing, tablet web, as well as the highest trafficked page on desktop, supported by Booking's internal A/B testing suite.

FREELANCE PASADENA, CA, USA

Front End Web Designer/Developer, January 2013 → April 2014

MACHINIMA WEST HOLLYWOOD, CA, USA

Front End Web Designer/Developer, September 2010 → November 2012

MELONSTAND PASADENA, CA, USA

Founder/Product Designer/Web Developer, June 2008 → August 2010

SKILLS

Design leadership
Data-driven design
Advanced A/B testing
User research/testing
HTML/HAML/CSS/LESS/SASS
Desktop/mobile web UI/UX
Android/iOS mobile app UI/UX
Figma
Stakeholder management

INTERESTS

Automotive UI/UX
Developer tools
B2B SaaS

EDUCATION

FOUNDER INSTITUTE

Entrepreneurship
2010

UC IRVINE

Economics
2006-2009