

WENDY LAM

Sacramento, Ca - (916) 225-3609 - wendy.lam@gmail.com
www.wendy-lam.com - linkedin.com/in/wendyhlam

SKILLS

Technical Skills: Adobe Creative Suite, HTML/CSS3, Bootstrap 3, Frontend Coding, Content Management Systems (CMS), Search Engine Optimization (SEO), Landing Page Optimization, Web Promotion & Marketing, Email Marketing, User Interface Design (UI), User Experience Design (UX), Microsoft Office Suite, Google Analytics, Heatmaps, Social Media Content Marketing, SQL, Agile Workflow Management

Soft Skills: Project Management, Time Management, Team Builder, Cross-functional Leader, Self-Starter, Open-mindedness, Problem Solving, Brainstorming, Adaptability

WORK EXPERIENCE

Web Content Supervisor & Designer – Belami e-Commerce Solutions, Sacramento 01/2020 - present

- Landing page creation and user experience optimization using Adobe XD and Dreamweaver.
- Performs site hierarchy updates for accessibility, functionality, usability, and ease of navigation.
- Develops web graphic assets and ad banners for site wide promotions, marketplaces, email campaigns, and seasonal campaigns.
- Provides web performance data from Google Analytics and Heatmaps.
- Analyzes data to drive strategy for homepage and sale landing page direction.
- Conducts QA on-site and promotional assets for accuracy, accessibility, style, and consistency.
- Assists technical support to internal team and stakeholders on the website CMS and internal backend portal.
- Designs promotional and informational email campaigns for 1STOPLighting and BaileyStreetHome.
- Leads a team of web and graphic designers with a culture of collaboration and innovation.
- Cross-team communications and facilitates discussions regarding promotional strategies and site updates.

Senior Designer – Belami e-Commerce Solutions, Sacramento 09/2013 - 12/2019

- Independently managed over 15 e-Commerce websites.
- Designed company-wide print, web materials, and presentation templates for internal and external use.
- Performed daily frontend web page CMS updates including subsites using Adobe Creative Suite.
- Developed, implemented, and scheduled on-site promotional assets and messaging to drive conversion.
- Reviewed and managed Microsoft PowerPoint presentations for company quarterly meetings.
- Managed promotional calendar for over 5 core websites.
- Parsed and extracted images and content copies from our vendors' catalogs, files, and websites.
- Developed and designed website wireframe mockups using Adobe XD.
- Collaborated and coordinated with IT, Data, and Marketing team on over 10 new website launches.

Graphic Designer – Belami e-Commerce Solutions, Sacramento

01/2010 - 08/2013

- Designed user interface elements for 1STOPlighting.com and PatioProductsUSA.com including subsites.
- Conceptualized, designed, and implemented web promotional ad banners for vendors and clients.
- Created site content promotional and policy pages through on-site CMS platform.

Volunteer Graphic Designer – Cosumnes Community Services District, Elk Grove

01/2009 - 01/2010

- Pro-bono design work to help with the staff designers within the organization.
- Created a logo brand for their newly opened skate park in Elk Grove.
- Designed a monthly desktop promotional calendar for employees in the organization.
- Collaborated with the staff designers on designing promotional flyers and digital ads for events and classes.

Freelance Graphic Designer – Pat Davis Design Group, Sacramento

09/2008 - 10/2008

- Built a new website for one of Pat Davis Design's clients, City of Mariposa, using HTML/CSS in Adobe Dreamweaver.
- Performed daily QA to ensure the website coding had proper HTML markups.
- Implemented site updates based on colleagues' feedback.

EDUCATION

Bachelor of Science in Graphic Design – CSU Sacramento

Graduation Year – 2008