Felix Lau

I have experience solving for enterprise and marketplace problems across various spaces: HR; video creation; automotive; and health and wellness. Parachute me in to give form to the idea (0 to 1), or to productize a POC (v1+ redesign).

Freelance Product Designer

Provide full-stack product services to early-stage startups. Work includes from giving form to a 0 to 1 projects, de-risking oversights and assumptions with testing, and productizing proof of concepts.

Current Clients
Roster (May 2022 - Present)
Fisherman (Mar 2022 - Present)
Candor (Nov 2021 - Present)
Carity (Feb 2021 - Present)
Fülhaus (Oct 2020 - Present)
QuickFrame (Jul 2020 - Present)

Past Clients
OnCall (Apr 2018 - Jun 2021)
Compoze Labs (Jun 2020 - Mar 2021)
Boomerang (Jul 2021 - Feb 2022)
QuickFrame (Jul 2020 - Feb 2022)

Senior Product Designer

quip
Oct 2019-June 2020

Provider Experience
Reimagined the dentists' experience as they leveraged quip to grow their practice. From discovery research to high-fidelity designs, I provided recommendations for my PM and developers so that dentists can easily sign up, offer quip-exclusive deals to new patients, and buy quip products for patient recalls through a wholesale shop experience.

Senior Product Designer

Pager
Mar 2019-Oct 2019

Administration Tool
Designed a digital application that allowed clients to easily configure their customer chat service. Worked within the Product team to determine the digital tool's overall layout, interface and functionality. Designed the screens that users would interact with, including all visual elements, language and animations.

Chat Inbox
Conceptualized and validated a POC chat product allowing consumers to have multiple ongoing chats at once.

Senior UX/UI Designer

RBC Ventures
May 2018-Jan 2019

Movesnap
Product designer that assisted the scaling of MoveSnap, a concierge service that aims to take away the pain when moving homes.

Facilitated discovery and definition (workshops, user tests, phone interviews, journey mapping, personas, quant analysis) and produced design for PM and development (wireframes, workflows). These were broken down and reviewed with the engineering team as the features went into staging and production.

Senior UX/UI Designer

Think Research (TRC)
May 2017-May 2018

VirtualCare and CarePortal
Worked on three cross-functional teams to ship a brand new patient-centered products from 0 to 1, across web, Android and iOS apps.

Collaborated with Product Owners (POs) to translate statements of work and high-level business objectives into IA, design objectives, and metrics for success.

Experience continued

Translated design objectives into workflows, wireframes and varying fidelity prototypes. Facilitated validation sessions, and distilled feedback into future improvements.

Created deliverables, like Invision, Zeplin and Flinto prototypes and wrote interaction notes to clearly communicate design intent.

ProgressNotes and FormsDesigner
Conducted secondary and primary research sessions to understand existing clinical practices and current product usage.

Documented, analysed and transformed existing user behaviours into business opportunities, communicated as design artifacts.

Conducted idea and solution validation sessions internally to test features against market-fit and company alignment.

Team management and growth
Formalized the design team's design process. Provided growth paths by creating a designer performance rubric, and introduced design-team quarterly reviews.

Fulfilled team management duties like recruitment and 1-on-1's. Upheld rituals like morning standups, retros, and roundtables.

Product Designer

RL Solutions (now RL-Datix)
Apr 2016-Apr 2017

Infection Surveillance
Drove user research and validated design cycles to transform the company's least-profitable product into the company's most promising offering. Worked closely with the PM, BA, and engineering to deliver features that made the application user-centered and easy to use.

Design Lead

RL Solution (now RL-Datix)
Feb 2012-Apr 2016

Brand/Marketing
First design hire, established the value of design and reinforced culture of the team. At point of team transition, managed a design team of 7.

Delivered on creative solutions for recurring events, tradeshows, and provided UX/UI support to ship the company's online community platform. Expanded the value of design in an engineer-centric company.

Skills

Outcomes-focused delivery: getting internal stakeholder buy-in, tying design to product roadmaps and company objectives

Architecting and product planning: identifying optimization and net new product features with research and validation processes (Whimsical, Sheets, Camunda Modeler, Axure)

Visual communication: sketching, prototyping, creating interfaces at the appropriate levels of fidelity (Figma, Sketch, Invision, Flinto, Principle, Adobe, etc.)

Efficient delivery: laying down the blueprint for PM and Engineering, with clear breakdown and timely delivery of work (JIRA, Zeplin, Invision, etc.)

Team player: set and reinforce team practices and culture, mentoring others, filling the 'player-coach' role

Tools

Highly proficient: Figma, Sketch, Invision, Flinto, Principle, Zeplin, AfterEffects, JIRA, Photoshop, Illustrator, InDesign

Proficient: Framer, Marvel, Airtable, Whimsical, Camunda Modeler, Sublime Text, Axure, C4D, Maya

Education
Bachelor of Design Honours,
York University / Sheridan College
Fall 2005-Spring 2009

Other Courses
Intro + Advanced Web Development,
HackerYou
Spring 2014-Summer 2014

Intro + Advanced JS/Jquery,
HackerYou
Fall 2014-Winter 2014