

# CHARLES LAM

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I'm a full-stack digital product designer who's helped startups go from 0 to 1, both as sole IC and as player-coach, in the US, EU, and the Middle East.

## EXPERIENCE

### **Carmatic**, Los Angeles, CA — *Director of Design/Founding Product Designer*

JUNE 2022 - APRIL 2023

Took Carmatic from back-of-the-napkin sketches and wireframes created by a developer to a fully-featured SaaS platform for car dealerships, focused on inventory, finance, 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.

### **Protonn**, San Jose, CA — *Design Lead/Founding Product Designer*

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. Worked with product management/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, UAE — *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 combined design, product, and engineering efforts to implement better internal processes, including OKRs.

### **Mirum Agency**, Dubai, UAE — *UX Designer*

JULY 2018 - MARCH 2019

Led design 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 — *UX Designer*

JANUARY 2013 - APRIL 2014

### **Machinima**, West Hollywood, CA — *Frontend Web Designer/Developer*

SEPTEMBER 2010 - NOVEMBER 2012

### **MelonStand**, Pasadena, CA — *Founder/Designer*

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/Sketch

Stakeholder management

## INTERESTS

Automotive UI/UX

Developer tools

B2B SaaS

## EDUCATION

### **Founder Institute**

Entrepreneurship  
2010

### **UC Irvine**

Economics  
2006 - 2009