

# TIFFANY H. LAM

I'm a Senior UX Engineer with 5 years of industry experience. I enjoy creating intuitive, inspirational UIs driven by clean code and customer data.

## EXPERIENCE

### GoDaddy (Website Builder), Senior UX Engineer

January 2018 - Present

- **Subject matter expert** in experimentation; **developed and launched 10+ A/B tests in 2020** focused on improving KPIs in the Website Builder – a React app that has powered 1.3M published websites
- Delivered **end-to-end** development of a “New Feature” UI component that enabled the team to rollout features to new customers first, then existing customers; leveraged the component to rollout a new page tree UI that increased page creation by 11%; component has 970K+ impressions from customers who could have otherwise driven call volume up
- **Increased engagement with the Online Store widget by 114%** and reduced the average time to add the widget by 29% through A/B testing
- **Prototyped and launched usability tests** for a website content migration experience that is being used to transition 133K customers off of the legacy website builder
- Created **Mixpanel reports** and dashboards for tracking informative and **decision metrics** for experiments
- Published documentation and onboarded 3 teams onto Split and the internal experimentation platform
- Advocated for modern CSS solutions; wrote PDR document outlining a plan to convert Sass variables and style overrides to CSS custom properties that can support theming

### GoDaddy (Hosting), UX Designer

June 2016 - December 2017

- Delivered Sketch mocks for a revenue & commissions page for 26K reseller customers
- **Lead designer** for the MVP launch of WP Premium Support; **conducted 30 customer phone interviews** to identify and create a customer persona
- Introduced reusable, **functional animations** in response to customer feedback that certain click interactions were jarring
- Implemented a responsive card and grid system for the launch of the My Hosting dashboard using Atomic CSS and utility classes

## EDUCATION

### B.A. in Computer Science, UC Berkeley

2012 - 2016

- Coursework focused on UX, HCI, and product design and development
- Laser-cut bagel box chosen to be displayed at the Jacobs Institute of Design

## ADDITIONAL ACTIVITIES

- **Mentored** GoDaddy software engineering and UX interns
- Volunteered with Tech2Empower to design and build web pages for social justice nonprofit
- Created websites for friends' small businesses, e.g. alyssamercedyoga.com

## CONTACT

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## LANGUAGES/ TECHNOLOGIES

*Most experience with:*

React + Redux

JS

Flow

HTML

CSS

Cypress

Selenium

Figma

Sketch

Illustrator

*Some experience with:*

Java

Python

Photoshop