GEORGE LAM - Tokyo, Japan
Senior Product Designer (UX/UI) | Fintech • Growth • Design Systems • AI-Supported Workflow
Portfolio: www.jojo-design.ca Email: george_jojo@hotmail.ca

PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience delivering fintech, e-commerce and digital products in Japan. I lead end-to-end product design across Paidy (PayPal Group), Philip Morris Japan and Rakuten, with outcomes including +61% Passkey adoption, -30% SMS authentication costs and +15.28% e-commerce conversion.

CORE STRENGTHS

- Product Strategy & End-to-End Design
- Fintech, Payments & Authentication
- UX/UI & Interaction Design
- User Research & Validation
- Design Systems
- Growth & Behavioral Analytics

PROFESSIONAL EXPERIENCE

Paidy — Sr. UX Designer | Tokyo, Japan | Feb 2023 – Present

- **Passkey:** Led behavioral UX strategy and progressive onboarding, increasing adoption 61% while reducing SMS authentication costs 30%.
- **Identity & merchant UX:** Designed Apple Wallet eKYC nudges and restructured Merchant Dashboard navigation, establishing scalable information architecture and reusable patterns.
- **Validation:** Created the Identify - Verify - Goal - Validate framework, using behavioral data, support insights and AI-assisted workflows to accelerate validation and reduce rework.

Philip Morris Japan — UX/UI Design Lead | Tokyo, Japan | May 2020 – Dec 2022

- **Strategy & localization:** Led UX across e-commerce and loyalty platforms, using NPS, surveys and behavioral segmentation to adapt global experiences for Japan.
- **Systems & impact:** Built localized IA and reusable LINE-native patterns; redesign contributed to +15.28% conversion, +29.48% returning users, +61.40% new-user growth and +3.25% NPS.

Rakuten Inc. — UX UI Designer | Tokyo, Japan | Apr 2016 – Apr 2020

- Designed large-scale ecosystem experiences using research, behavioral analysis, prototyping and cross-functional design sprints.
- Translated research findings into user flows, interaction concepts and product recommendations.
- Helped modernize Rakuten Travel through information architecture and in-person testing, producing an 8.3-point improvement in System Usability Scale (SUS).

EARLIER CAREER

Advertising & Brand Design — Canada & Hong Kong | Built a foundation in visual communication, branding and campaign strategy before moving into digital product design.

TOOLS & METHODS

Figma • FigJam • Claude AI • Figma AI • Maze • Miro • Looker • Google Analytics • Jira • Confluence • Slack • Design Systems • Prototyping • Usability Testing

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LANGUAGES

English (Fluent) • Cantonese (Native) • Mandarin (Advanced) • Japanese (JLPT N3)