

Evan Mok-Lammé

Sport management professional and interdisciplinary designer.

Skills

Design

User-Centered Design
Brand and Logo Design
User Flows
Mockups
Persona & Scenarios
Prototyping
User Research & Testing
Product Strategy
Strategy Presentation

Tools

Figma
Adobe XD
Illustrator
Photoshop
InDesign
Miro
Microsoft Office
Google Suite

Education

Illinois Wesleyan University | BA

August 2013 - May 2017

Google | UX Design Professional Certificate

October 2021 - February 2022

Experience

Sport Development Manager | World Lacrosse

September 2020 - Present, Denver, CO

Responsible for global participant recruitment, retention, and education. Created a new series of e-learning courses, increasing engagement on World Lacrosse's online training center by 230%. Doubled enrollment in the federation's international coach training program by creating a new virtual learning experience.

Worked with the communications team to launch new "Sixes" discipline. Created wireframes and high-fidelity screens for the design of the World Lacrosse Sixes web page.

Designer & Project Manager | Hong Kong Lacrosse Association

May 2017 - October 2020, Hong Kong, SAR

Oversaw the overhaul of HKLA's website and registration systems based on user research. Designed web portal for Asia's largest lacrosse event (hklaxopen.org), doubling registrations in two years.

Assembled a focus group to improve member experience. Led the data-driven redesign of participant-facing web pages, resulting in increased enrollment and retention. Worked with board members to analyze participant data and author a four-year strategic plan.

Visual Designer | Karis Inc.

May 2016 - May 2017, Grand Junction, CO

Created brand identities and marketing collateral for multiple events. Led the design process for an online platform that makes it easier for at-risk youth to access Karis' resources. Created digital wireframes, user-flows, and prototypes. Conducted testing and presented the platform to Karis leadership. Continued to work for Karis as a brand and communications consultant.



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