GEORGE LAM

Senior Product Designer · Design Systems · Tokyo, Japan

Component libraries · Design tokens · Web, iOS, Android, LINE · Accessibility · Documentation · AI-assisted workflow

Portfolio: jojo-design.co · lam_george@hotmail.com · Open to roles in Japan and with global teams

SUMMARY

Senior Product Designer with 10+ years in Japan at Paidy (PayPal Group), Philip Morris Japan and Rakuten, with design systems at the center of my product work: an ecosystem design system spanning app, web, checkout, merchant tools and marketing, a Japan localization design system built on IQOS's global system, and a token-first atomic system shipped as code. I balance scalability, consistency and usability across Web, iOS, Android and LINE, build alignment across design, engineering and brand, name components, properties and tokens so Figma and code share one vocabulary, explain system logic clearly, and use AI tools (Figma AI, Claude as code-assist) for components, audits and documentation.

SELECTED DESIGN-SYSTEM WORK

Paidy
Ecosystem design system across app (iOS/Android), web, checkout, merchant dashboard and marketing; merchant component library with documented behavior

IQOSPHERE
Followed the global IQOS design system and created its Japan localization design system for web and LINE; +15.28% conversion

jojo-design.co
Token-first atomic system shipped as ~60 CSS custom properties; responsive templates; 4.5:1+ contrast, 44px targets, reduced motion; built with AI code-assist

EXPERIENCE

Paidy (PayPal Group) — Senior UX Designer

Tokyo · Feb 2023 – Present

- **Ecosystem design system:** Own mobile app and checkout design on Paidy's 5 versioned Figma libraries, used by 5 designers, 4 FE engineers and 3 PMs; with the team, refined 500+ components, starting with buttons (63 variants) and inputs.
- **Accessibility:** Recreated the WCAG contrast guide and ran a JIS X 8341-3 Level AA assessment of 350+ screens across app, web, checkout, eKYC and promotions for stakeholders.
- **Merchant Dashboard component library (web):** Designed a reusable component library (atoms to organisms) across 6 areas, shared by Design and Engineering as one reference. Wrote a Summary Guide defining component behavior and edge cases, and planned components into the yearly roadmap. Validated with 10 merchants (4.5/5).
- **Passkey, one flow across iOS and Android:** Defined one education-to-enrollment logic for both platforms using native system authentication, aligned with Product, Engineering, Security, Research and Marketing; tested with ~10,000 users and rolled out to 100%: **+61% Passkey adoption, −30% SMS authentication costs**.
- **Design leadership:** Design lead for Passkey, eKYC (Apple Wallet nudges) and the Merchant Dashboard. Own each project end to end: evidence and benchmarking, scope and direction options reviewed with stakeholders, sign-off with the design manager, then success metrics agreed with PM and engineering and post-release retrospectives.
- **Changing scope with evidence:** Reshaped the PM's original Passkey plan by bringing Security team requirements into the design, and changed Merchant Dashboard scope and priorities based on merchant research.
- **Workshops & adoption:** Facilitated cross-functional workshops that created a shared Identify → Verify → Goal → Validate standard, piloted and then adopted by the design team.

Philip Morris Japan — UX/UI Design Lead

Tokyo · May 2020 – Dec 2022

- **Led UX for the IQOSPHERE e-commerce and loyalty platforms in Japan** across web and LINE, as design lead and design-sprint facilitator with Marketing, Product, Legal, IT and global stakeholders. Directed the external agencies delivering design and build.
- **Japan localization design system:** Followed the global IQOS design system and created its Japan localization layer: localized components, content hierarchy and LINE-native patterns, keeping one global foundation and delivering reusable patterns prepared for development.
- **Outcome:** +15.28% conversion, +29.48% returning users and +61.40% new-user growth during rollout; member NPS also improved.

Rakuten — UX/UI Designer

Tokyo · Apr 2016 – Apr 2020

- **Rakuten Travel, audit to reusable patterns:** Audited a booking flow built up over nearly 20 years, then reorganized fragmented filters and dense listings into reusable interaction patterns designed to scale across the platform. In-person usability testing showed an **8.3-point SUS improvement**.

Earlier career — Advertising & Brand Design

Canada & Hong Kong

Visual communication, branding and campaign strategy before moving into digital product design.

SKILLS & TOOLS

Component design · Component, property & token naming (primitive → semantic → component) · Design tokens · Atomic design · Documentation, versioning & changelogs · Accessibility (contrast, touch targets, focus, reduced motion) · Responsive & multi-platform (Web, iOS, Android, LINE) · Design–code parity · CSS custom-property tokens · Workshops & adoption · UX audits

Figma (variants, Auto Layout, libraries) · FigJam · Figma AI · Claude + Figma MCP (library audits, docs) · Maze · Miro · Looker · Google Analytics · Jira · Confluence

LANGUAGES

English (fluent) · Cantonese (native) · Mandarin (advanced) · Japanese (JLPT N3)