161 Barroilhet Ave.
San Mateo, CA 94401

look@laurencelok.com
650-430-7127

laurencelok.com

LAURENCE LOK

Gets excited about how UX can positively impact business;

the best user experience is the one the user doesn't even notice.

EXPERIENCE

Marketing Executive — Laurel Crown Corp.
June '08 to Present | San Mateo, CA | laurelcrown.com

- Developed online marketing strategy to reposition company from local furniture consignor to high-quality online retailer increasing online sales from 20% to 70% of total revenue
- Prototyped, designed, and coded e-commerce storefront using best practices for usability, web standards, and clear site infrastructure
- Designed, tested, and executed effective email marketing campaigns with 36% average unique open rate and 53% average click through rate
- Managed team of programmers to create tailored e-commerce solution for company's niche
- Collaborated with team of copywriters and SEO specialists to deliver 300+ product descriptions and search engine optimized landing pages
- Initiated company's trade program bringing in corporate clients such as Disneyland, Coach, Spaghetti Factory, and Sci West Productions
- Optimized marketing spend using analytics and data feed management, cutting costs in half without affecting gross profit and increasing ratio of qualified leads

Lead Web Developer — Acts2Fellowship
February '08 to October '08 | Berkeley, CA, | laurencelok.com/a2f

- Conducted 68 person survey to determine wants, needs and habits of various user groups
- Led team of designers and developers in redesigning website using Expression Engine CMS

SKILL SET

User Experience	Visual Design	Email Marketing
Wireframing	Photoshop CS6	Search Engine Marketing
Prototyping	Illustrator CS6	Search Engine Optimization
Information Architecture	Fireworks CS6	Online Advertising
HTML5/CSS3	E-Commerce	Copywriting

EDUCATION

UC Berkeley
B.A. Architecture, May '08
Graduated Highest Honors
3.85 Cumulative GPA

Related Coursework

Consumer Behavior	Visual Studies
Social Psychology	Design Theories & Methods
Personality Psychology	Computer Aided Design
	Principles of Business