

Laura Lam

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Project Manager | Product Analyst | Frontend Developer

ABOUT

Project Manager with a background in Computer Engineering and a strong specialization in digital accessibility (WCAG). Focused on leading technology products that prioritize user experience, quality, and inclusive design. Currently leading a product team building accessibility-driven web solutions, coordinating efforts across development, QA, and stakeholders to deliver high-quality outcomes aligned with user needs.

EXPERIENCE

A11y Solutions — Project Manager / Product Lead & Frontend Developer

April 2023 – Present

Project Manager / Product Lead

- Led a cross-functional team of 10 people (development, QA, product) focused on web accessibility solutions aligned with WCAG standards.
- Defined product roadmap, priorities, and feature scope in collaboration with stakeholders.
- Coordinated delivery across all team functions to ensure efficient and consistent output.
- Analyzed product behavior and identified opportunities for improvement.
- Contributed to the design and evolution of accessibility issue detection tools.

Product Analyst

- Played a key role in developing an accessibility issue detector.
- Worked closely with cross-functional teams to define product requirements, prioritize features, and ensure the product met the evolving needs of users.

Frontend Developer

- Developed an accessibility-focused bot interface using React, improving user experience for individuals with disabilities.
- Implemented state management with Redux to streamline data flow and improve application performance.
- Integrated Axios for seamless API interactions, ensuring efficient data retrieval and management.

QA & Accessibility Tester

- Conducted 15+ accessibility audits for international enterprise clients, including Starbucks, Mastercard, NBA, BBVA, Barceló Hotel Group, and Walmart — covering web, mobile, and native platforms.
- Tested with assistive technologies, analyzed navigation and interaction, and facilitated usability testing with individuals with disabilities.
- Executed functional test cases, detected and logged bugs, tracked defects, and developed test scripts and detailed reports.

SKILLS

Programming Languages: JavaScript, Python, Dart

Tools & Frameworks: React, Flutter, Figma, Git, Redux, Axios

Operating Systems: Windows, macOS

AI & Automation: Built multiple AI agents to optimize workflows, automate repetitive tasks, and improve team productivity through LLM-based workflows.

Other: Design patterns, accessibility standards (WCAG), agile methodologies

EDUCATION

Carlos Rafael Rodríguez University, Cienfuegos

Computer Engineering | September 2021 – September 2024

LANGUAGES

Spanish (Native) **English** (Intermediate)