ANDREA LAM

www.andrea-lam.com

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SKILLS

METHODS
Storyboard
Scenarios
Wireframes/Mockups
Prototypes
Requirements Analysis
Cognitive Walkthroughs

PROGRAMS
Adobe Illustrator
Adobe Photoshop
Adobe Xd
Figma
Protopie
Aesprite

LANGUAGES
English (fluent)
German (conversational)
HTML/CSS (fluent)
Javascript (basic)

EDUCATION

University of California, Irvine
BS in **Informatics**
(Human Computer Interaction)
Expected Graduation: Mar 2022
GPA: 3.66

Coursework
Social Analysis of Computing
Human Computer Interaction
User Interface Design
Storytelling in Interactive Media

Education Abroad
Ravensberger Gymnasium

Herford, Germany
Student Exchange

June 2018 - Jul 2018

PROJECTS

PORTFOLIO SITE
Front-End Developer

Designed UI and all assets
(Illustrator) and developed
(HTML/CSS/JS, Angular) for
my portfolio site.

Feb 2021

STARDEW JOURNAL
App UI/UX, Branding

Conducted UX research (survey,
personas) for mobile management
app for RPG game. Designed
wireframes, mockups, and
prototype (Figma) along with
branding (Illlustrator).

March 2021

PROFESSIONAL EXPERIENCE

UCI ESPORTS
Graphic Design Intern   *July 2020 - present*

- Create visual aids such as match graphics, social media posts, logos, stream materials, and layouts.
- Plan and develop branding for tournaments and campaigns.

JAM CITY
UI/UX Intern   *June 2021 - Dec 2021*

- Conduct UX research to decide on design solutions for the best player experience in the mobile game environment.
- Create wireframes, mockup, user flows and UI art assets for the award winning game, Harry Potter Hogwarts Mystery.
- Collaborate closely with Game Design, Engineering, Art, and Product to plan and execute new features.

STARTSMART
Front-end Developer   *Sep 2020 - Apr 2021*
Director of Branding

- Guide the creation and execution of brand materials for the startup, including all design assets: logos, icons, graphics, etc.
- Develop and maintain website on Wordpress. Website was included in application to the LaunchPad Fellowship Program, of which the startup was one of the 30 out of 900 selected.

CO-CURRICULAR ACTIVITIES

PI BETA PHI FRATERNITY
Director of Member Selection   *Jan 2020 - present*

- Ensure recruitment membership selection aligns with Fraternity's core values and policies and to help the chapter meet recruitment goals.
- Participate in our philanthropic initiative, Read > Lead > Achieve, in fundraising to impact over one million lives.

INTERESTS

Indie Games, Yoga, Traveling, Painting, Electronic Dance Music