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)
Sep 2018 - Mar 2022

Coursework
Social Analysis of Computing
Requirement Analysis
User Interface Design
Storytelling in Interactive Media
Computer Game Design

Education Abroad
Ravensberger Gymnasium

Herford, Germany
Student Exchange

June 2018 - Jul 2018

PROJECTS

POLLINATE
Mobile UI/UX, 1st Place Designathon

Conducted UX research (interviews, personas, interviews, competitve analysis, user stories, for garden wellness app. Designed wireframes, mockups, and prototype (Figma) within 24hrs.

Apr 2022

PUZZLING POTIONS
Mobile Game UI/UX

Designed wireframes, mockups, and prototype (Protopie) for minigame within mobile Harry Potter RPG.

June 2021 - Aug 2021

PROFESSIONAL EXPERIENCE

BLIND SQUIRREL GAMES
UI/UX Artist   *May 2022 - present*

- Contracted by Amazon Game Studio to provide UI/UX aid on their MMORPG, New World.
- Create UI art assets, conver wireframes into mockups, and conduct UX reviews on existing in-game features.

UCI ESPORTS
Graphic Design Intern   *July 2020 - July 2022*

- Created visual aids such as match graphics, social media posts, logos, stream materials, and layouts.
- Led design of jerseys and other program gear.
- Planned and developed branding for tournaments and campaigns

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

- Conducted UX research to decide on design solutions for the best player experience in the mobile game environment.
- Created wireframes, mockup, user flows and UI art assets for the award winning game, Harry Potter Hogwarts Mystery.
- Collaborated 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

- Guided the creation and execution of brand materials for the startup, including all design assets: logos, icons, graphics, etc.
- Developed and maintained 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.

INTERESTS

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