

# ANDREA LAM

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## SKILLS



## METHODS

Storyboard  
Scenarios  
Wireframes/Mockups  
Prototypes  
Requirements Analysis  
Cognitive Walkthroughs

## PROGRAMS

Adobe Illustrator  
Adobe Photoshop  
Adobe Xd  
Sketch  
Figma  
Aesprite

## LANGUAGES

English (fluent)  
German (conversational)  
HTML/CCS  
Javascript (basic)

## EDUCATION

### University of California, Irvine

**BS in Informatics**  
(Human Computer Interaction)  
**Minor in Management**

Expected Graduation: Mar 2022  
GPA: 3.64

#### 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

### SPOTIFY VIBE-RATER

Front-End Developer

Designed (Illustrator) assets and implemented (HTML, CSS, Angular) the UI for web song and playlist classification application.

Dec 2020

### GROW APP

App UI, Branding

Designed UI for mobile plant-care app. Developed wireframes, mockups, and prototypes (Xd), along with the logo and icons (Illustrator).

May 2020

## PROFESSIONAL EXPERIENCE

### UCI ESPORTS

Graphic Designer

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.

### STARTSMART

Front-end Developer  
Director of Branding

Sep 2020 - Apr 2021

- 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.

### URBAN AIR MARKET

Graphic Designer  
Strategic Partnerships Manager

Mar 2019 - Jan 2020

Mar 2019 - Sep 2019

- Researched and contacted potential partners and managed relationships with 10+ partners.
- Negotiated partnership agreements to meet the needs of the partner and the business. Raised \$10,000+ in sponsorship sales.
- Produce graphic design materials to promote to 14,500 social media followers: flyers, brochures, banners, slide decks.

## 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