

ANDREA LAM

www.andrea-lam.com

408.896.7728 / andrea.lam00@gmail.com / SF Bay Area / Orange County

SKILLS



METHODS

UX flows
Personas
Competitive Analysis
Wireframes/Mockups
Prototypes
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, competitive 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

Mid UI/UX Artist

May 2022 - present

- Contracted by Amazon Game Studios to provide UI/UX aid on their MMORPG, New World.
- Create UI art assets, convert 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 campaign:

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
Director of Branding*

Sep 2020 - Apr 2021

- 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