

# ANDREA LAM

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San Francisco Bay Area

## Toolkit



## Methods

UX flows  
Personas  
Competitive Analysis  
Wireframes/Mockups  
Prototypes  
Cognitive Walkthroughs

## Programs

Adobe Photoshop  
Adobe Illustrator  
Unreal Engine  
Figma  
Adobe After Effects  
Aseprite

## Languages

English (*fluent*)  
German (*basic*)  
HTML/CSS (*fluent*)  
Javascript (*basic*)

## Education

### University of California, Irvine

B.S. Informatics

Human Computer Interaction

Sep 2018 - Mar 2022

### Ravensberger Gymnasium

Germany

Student Exchange

June 2018 - Jul 2018

## Projects

### CATCHING SHROOMS

Game Design and Development

Developed a pixel 2d platformer game (Unreal Engine). Created art (Aseprite), constructed the UI, and implemented game mechanics.

Jan 2024 - Apr 2024

### POLLINATE

Mobile UI/UX, 1st Place Design Jam

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

Apr 2022

## Interests

Stardew Valley, Legos, Yoga, Travel, Crocheting, Music Festivals

## Professional Experience

### BLIND SQUIRREL GAMES

Mid UI/UX Artist

May 2022 - present

- Work closely with artists, designers, and engineers at Amazon Games to provide support on the MMORPG, New World.
- Create game-ready UI assets: iconography, pixel-perfect mockups, and animations.
- Document and uphold visual design guidelines along with proposing improvement on current design systems.

### JAM CITY

UI/UX Intern

June 2021 - Dec 2021

- Designed wireframes, mockups, flows and UI art for a new mini-game for the mobile RPG, Harry Potter: Hogwarts Mystery.
- Conducted UX research to propose design solutions for the best player experience in the mobile game environment.
- Collaborated closely with Game Design, Engineering, Art, and Product to plan and execute new features.

### UCI ESPORTS

Graphic Design Intern

July 2020 - July 2022

- Designed 100+ visual materials such as match graphics, social media posts, logos, stream materials, and layouts and led apparel designs for jerseys and other program gear.
- Planned and developed branding for tournaments and campaigns.

### 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 website that was included in application for the LaunchPad Fellowship Program, of which we were one of the 30 out of 900 selected.