

www.andrea-lam.com

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Methods

UX flows
Personas
Competitive Analysis
Wireframes/Mockups
Prototypes
Cognitive Walkthroughs

Programs

Adobe Photoshop Adobe Illustrator Unreal Blueprints Figma Adobe After Effects Blender

Languages

English German HTML/CSS Javascript Python

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 for 2 shipped expansions: 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 released event in 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.

Education

University of California, Irvine

Informatics, B.S.

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, competitve analysis, user stories) for garden wellness app. Designed wireframes, mockups, and prototype (Figma) all within 24hrs.

Apr 2022

Interests

RPGs, Stardew Valley, Legos, Yoga, Travel, Crochet, Music Festivals