

# ANDREA LAM

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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)  
GPA: 3.66

#### 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

### PORTFOLIO SITE

*Front-End Developer*

Designed UI and all assets (Illustrator) and developed (HTML/CSS/JS, Angular) for my portfolio site.

Feb 2021

### STARDEW JOURNAL

*App UI/UX, Branding*

Conducted UX research (survey, personas) for mobile management app for RPG game. Designed wireframes, mockups, and prototype (Figma) along with branding (Illustrator).

March 2021

## PROFESSIONAL EXPERIENCE

### UCI ESPORTS

*Graphic Design Intern*

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.

### JAM CITY

*UI/UX Intern*

June 2021 - Dec 2021

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

- 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.

## CO-CURRICULAR ACTIVITIES

### PI BETA PHI FRATERNITY

*Director of Member Selection*

Jan 2020 - Sept 2021

- 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