

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
Sketch
Aesprite

LANGUAGES

English (fluent)
German (conversational)
HTML/CSS
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