

ANDREA LAM

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San Francisco Bay Area

Toolkit



Methods

UX flows
Personas
Competitive Analysis
Wireframes/Mockups
Prototypes
Cognitive Walkthroughs

Programs

Figma
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Protopie
Aesprite

Languages

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

Education

University of California, Irvine

Informatics (HCI)

Bachelor of Science

Sep 2018 - Mar 2022

Coursework

Social Analysis of Computing
Requirement Analysis
Storytelling in Interactive Media
Computer Game Design

Education Abroad

Student Exchange

Herford, Germany

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

From wireframes to prototyping, created a user-friendly minigame that is intuitive, fit seamlessly into the game visually, and provides an immersive, engaging experience.

June 2021 - Aug 2021

Professional Experience

BLIND SQUIRREL GAMES

Mid UI/UX Artist

May 2022 - present

- Embedded in the UX/UI team at Amazon Game Studios to provide support on their MMORPG, New World.
- Created 50+ UI art assets, converted wireframes into pixel-perfect mocks, and analyzed in-game features to propose improvements.

JAM CITY

UI/UX Intern

June 2021 - Dec 2021

- Designed wireframes, mockups, flows and UI art for a new minigame in to their mobile RPG, Harry Potter: Hogwarts Mystery.
- Conducted UX research to decide on 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.
- Led design of 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 on Wordpress that was included in application to the LaunchPad Fellowship Program, of which we were one of the 30 out of 900 selected.

Interests

Indie Games, Yoga, Traveling, Crocheting, Music Festivals