

isabel pham

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Education

The University of California, Irvine

B.S. in Informatics, Human-Computer Interaction with a minor in Digital Arts

June 2023

GPA: 3.82

Experience

Design & Partnership Lab

Irvine, CA

UX/UI Design Research Assistant

September 2022 – Present

- Collaborate cross-functionally in an agile environment with qualitative researchers, designers, and front-end developers to revamp the current design system to increase accessibility for Edsight: a visual analytics platform that provides feedback through data visualization for K-12 math teachers to enhance teaching.
- Present progress updates, discuss research findings, and communicate iterative design decisions based on stakeholder feedback to improve Edsight's user experience with developers and the design lead in weekly stand-ups.
- Create a consistent design system in Figma with reusable components and translate it into Tailwind CSS to optimize the development of Edsight's onboarding pages and a collapsible navigation bar component with React.

Gameln

Irvine, CA

UX/UI Designer Intern

September 2022 – March 2023

- Collaborated closely with CTO and product management to clarify requirements and transform feedback to design a platform that allows small Esports content creators to find sponsorship opportunities while keeping business constraints in consideration and ensuring a positive user experience through intuitive designs.
- Completed weekly sprint assignments to render React components for the Create Teams, Dashboard, and Message Center pages, allowing users to add members to organizations, track sponsorship ongoing offers and deals, and message other accounts by the end of the internship duration.

UCI's Womxn's Center for Success

Irvine, CA

Graphic Designer Intern

September 2022 – Present

- Develop 2-3 graphic design projects per week, including visual content for social media posts, and campus-spread promotional materials, while integrating web-accessible design practices and practical design principles into graphics.
- Maintain client-designer relationships with 7 student programming interns through graphic request forms and an active feedback system.

Commit the Change, Abound Food Care

Irvine, CA

UX/UI Designer

October 2021 – June 2022

- Improved management system design to increase volunteer engagement in events through iterative usability testing findings while ensuring the feasibility of designs during development hand-offs with the development team.
- Conducted qualitative and quantitative user research through user surveys, interviews, and market analysis to establish key design features and validate pre-design assumptions to prototype solutions in a cross-functional team.

Activities

Design at UCI

Irvine, CA

Creative Director

June 2022 – Present

- Initialize meetings with a team of 5 graphic designers to guide the branding direction throughout the club's platforms, merch ideas to increase sales profits, and promotional graphics for weekly events and annual design-a-thons.
- Give feedback and provide resources for graphic designers to improve accessibility and user experience while maintaining a unified brand through visuals across all social platforms to attract potential club members interested in learning more about design.

CodePath

Remote

WEB101 participant

February 2023 – Present

- Attend weekly full-stack web development lectures to learn fundamentals in HTML, CSS, and JavaScript to create a working dynamic web application.
- Participate in-class activities with a group of 4 other participants to practice and experiment with new concepts while communicating the weekly progress of the project through presentations.

Toolbox & Skills

Tools: Figma, Adobe Illustrator, Adobe Creative Cloud, Tailwind, Git, HTML, CSS, JavaScript, React, Python, & Java.

Skills: User Research, User Flows, Design Thinking, Design Systems, Usability Testing, Visual Design, & Prototyping.