Lam Pham

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education

University of Waterloo
Bachelor of Applied Science, Systems Design Engineering
09/2019 - Present

Relevant Courses:
Human Factors in Design; Design, Systems, and Society; Psychology; Data Structures and Algorithms; Digital Computation

work

UX Design Intern
CDK Global
06/2021 - 08/2021 (Present)

Incoming to the San Jose Design Systems team to create a single source design system for all CDK products being used in the global automotive industry.

Product Design Consultant
Watsi
01/2021 - Present

Reenvisioning Watsi's donation thank you screen details, emphasizing share button copy and page content hierarchy to escalate organic user growth for broader reach of global community and validating through A/B testing.

Web Designer & Developer
Synqrinus
07/2020 - Present

Reconstructing company website in HTML/CSS/JS for a more efficient CI pipeline, using more responsive client-facing layouts. Designed and developed a marketing web page that tracks company KPIs, implementing interactive data visualizations.

Mobile Product Design Intern
Ceridian
09/2020 - 12/2020

Collaborated with design team to structure the company design system using atomic design, referencing material design & human interface libraries to drive consistency, future maintainability, and WCAG 2.0 accessibility compliance.

UX/UI Design Intern
BlueCat Networks
01/2020 - 04/2020

Led the UX/UI redesign of BlueCat's flagship product, Gateway, to improve the information architecture and user task flow, using internal primary stakeholder feedback and a clientele of 100+ companies.

community

Founding Design Lead
Loo Labs
09/2020 - Present

Leading end-to-end design and strategy for organization-identification branding and event/club discovery for the 41k+ Waterloo student community. Conducting user interviews, defining discovery userflows and content hierarchy based on external feedback, and championing timeline priorities for initial MVP.

toolkit & skills

Figma, Sketch, Axure Rp, Xd, Adobe CC, HTML/CSS, Javascript, C++

Interaction and visual design, low/high fidelity wireframing, strategy, information architecture

Qualitative/quantitative research methods and analysis, data visualization, UX copywriting