

Lam Pham, Product Designer

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experience ____

Hack the North, Design Lead

03/2023 - 02/2024

Directed a team of 6 product and graphic designers through ideation of brand identity and design system uniformity, designing the website, application portal, and signage for *1,800+ attendees*.

Level Home, Product Designer

09/2022 - 12/2022

Led the initial product requirements and design prototypes of an IoT fleet management platform, focused on engineering release deployment and visualizing device telemetry for *1M+ smart devices*.

Formlabs, Product Designer

01/2022 - 04/2022

Defined a revamped UX permissions architecture in a 3-D printer ecosystem to simplify repetitive tasks for *4.2% of customer accounts (~50 companies)*, establishing role-based permissions and access.

CDK Global, UX Designer

06/2021 - 08/2021

Architected the UX patterns and interactions of a new notification center for all enterprise products, launching global notification patterns in the design system to *25+ designers across 6 product teams*.

BlueCat Networks, UX/UI Designer

01/2020 - 04/2020

Championed the UX/UI redesign of a flagship product to improve the information architecture and user task flow, enhancing the user experience and comprehension of a *100+ company clientele*.

education ____

University of Waterloo

Bachelor of Applied Science

Systems Design Engineering,
Computing Option

Coursework of human factors in design, cognitive ergonomics, human-computer interaction, and physiological psychology.

Kleiner Perkins Design Finalist 2023

toolkit & skills ____

Figma, Sketch, Adobe Xd, Origami Studio, Axure Rp, Adobe CC, InVision, Principle, React, HTML/CSS/SCSS, Javascript, Python, Node.js, p5.js, Git, Jira

Interaction & visual design, fidelity prototyping, quantitative & generative research, usability testing, information architecture, design systems.

interests ____

In love with philosophy, psychology, visual arts, curating playlists, volleyball, board games, painting, salsa, and so much more.