Lam Pham

USER EXPERIENCE DESIGNER

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SKILLS

Prototyping Tools

Axure RP
Figma
Sketch
Marvel
Anima
Xd
Photoshop
Illustrator

UX Methods

Persona
Wireframing
Storyboarding
User Journeys
Affinity Diagram
Usability Testing
Experience Prototyping

Design

Interaction Design
Data Visualization
Visual Design
Video Editing
Illustration
Sketching
Drawing

Development Tools

C++
HTML
CSS
Javascript
Turing

EXPERIENCE

UX/UI Design & Product Management   Jan. 2020 - Apr. 2020

BlueCat Networks

Executed seamless product experiences through in-depth user, developer, and company research on Zone Health Insights for DNS and DHCP networks and collaborated with various company departments and clients such as Duke Energy

Redesigned the UI of BlueCat's flagship product Gateway according to the company design system and collected feedback from internal primary stakeholders to ensure efficient user taskflow between pages

Design Lead   May 2020 - Present

UW PM

Designing engaging graphic marketing materials for events presented by UW PM using Figma to help students pursuing careers in Product/Project Management

Coordinating campaigns to critique student resumes in the University of Waterloo product community, captivating over 50% increase in submissions compared to past terms

PROJECTS

Product & UX/UI Designer   Mar. 2020 - May 2020

Communifund

Conceptualized wireframes that follow the Human Interface Guidelines and principles of material design, implementing it into UI design solutions to communicate effective user flows on the website platform

Analyzed 40+ participants' responses and conducted interviews with stakeholders to design a crowdfunding platform that allocates a clear focus on community-building and transparency in the project roadmaps

UX/UI Designer & Front-End Developer   Mar. 2020 - Present

Missing Persons Canada

Constructing and designing a platform to generate data visualizations of missing people around Canada on a map to facilitate easier access to a wider audience

Curating a database from several digital government missing people boards using web scrapping techniques and user studies to devise wireframes that enable a more fluent understanding of the problem space

EDUCATION

Univeristy of Waterloo

BASc, Systems Design Engineering

1A Engineering Society Representative of SYDE class of 2024

Relevant Courses:
Human Factors in Design, Psychology, Data Structures and Algorithms, Linear Algebra, Digital Computation, Introduction to Design