Lam Pham

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education

University of Waterloo
BASc, Systems Design Engineering
09/2019 - 04/2024

Coursework of human factors in design, human-computer interaction, user-centered design, and psychology.

work

Product Design Intern
Level Home
09/2022 - 12/2022

Currently designing fleet management and deployment of IoT devices.

Product Design Intern
Formlabs
01/2022 - 04/2022

Defined the entity information architecture in the Dashboard 3-D printer ecosystem to scale the 4.2% of accounts with 4+ printers, formalizing user role based permissions and access.

UX Design Intern
CDK Global
06/2021 - 08/2021

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

Product Design Consultant
Watsi
01/2021 - 05/2021

Reenvisioned Watsi's donation 'thank you' screen details, emphasizing share button copy and page content hierarchy to escalate organic user growth and return rate by 5%, validated through A/B usability testing.

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

Initiated calendar refresh research and conceptualized new calendar functionality with considerations for Voice Over/Talk Back accessibility for 500,000+ daily users.

UX/UI Design Intern
BlueCat Networks
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 clientele of 100+ companies.

community

Founding Design Lead
Loo Labs
09/2020 - 06/2021

Spearheaded end-to-end design and strategy for organization-identification scalability and event/club discovery for the 41k+ Waterloo student community. Conducted user interviews, defined discovery user flows, and information hierarchy for initial MVP.

toolkit & interests

Figma, Sketch, Adobe Xd, Axure Rp, Adobe CC, InVision, React, HTML/CSS/SCSS/JS

Interaction and visual design, fidelity prototyping, research & strategy, information architecture

In love w/ philosophy, psychology, visual arts, music, volleyball, board games, and so much more