

# 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

### Product Design Consultant

**Watsi**

01/2021 - Present

Currently reenvisioning Watsi's donation thank you screen details, emphasizing share button copy and page content hierarchy to escalate organic user growth and validating through A/B testing.

### 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 and human interface libraries to drive consistency, future maintainability, and WCAG 2.0 accessibility compliance.

Proposed calendar refresh research initiatives, conceptualizing Calendar and List View functionality with considerations for Voice Over/Talk Back accessibility for 500,000+ users using Dayforce.

### Web Designer & Developer

**Synqrinus**

07/2020 - 10/2020

Reconstructed company website from Wordpress into HTML/CSS/Javascript for a more efficient CI pipeline, and more responsive client-facing layouts.

Designed and developed a marketing web page for a new product that tracks company KPIs, implementing brand assets and interactive data visualizations.

### 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.

Translated user research and customer feedback/experiences on DNS & DHCP networks for upcoming product features into high-fidelity mockups using Axure Rp.

## community

### Founding Design Lead

**Loo Labs**

09/2020 - Present

Leading end-to-end design and strategy for organization-identification products and goals, collaborating directly with a cross-functional team using agile methodologies.

Directing foundational research on product discovery to define initiatives related to helping the Waterloo student community of 41,000+.

### Design Director

**UW PM**

05/2020 - 12/2020

Rebranding the organizational identity on public-facing marketing materials and coordinating events in collaboration with industry professionals to help foster the Waterloo product community.

## toolkit & skills

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

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

Qualitative and quantitative research  
methods and analysis, data  
visualization and strategy