

## Lam Pham, Product Designer

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### experience \_\_\_\_

#### **Level Home**, Product Design Intern

09/2022 – 12/2022

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

#### **Formlabs**, Product Design Intern

01/2022 – 04/2022

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

#### **CDK Global**, UX Design Intern

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.

#### **Loo Labs**, Founding Design Lead

09/2020 – 06/2021

Spearheaded end-to-end design for event/club discovery through scalability and strategy for the 41k+ Waterloo student community. Conducted generative research and defined flows for MVP through A/B testing.

#### **BlueCat Networks**, UX/UI Design Intern

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.

### education \_\_\_\_

#### **University of Waterloo**

09/2019 – 04/2024 (expected)

BASc, Systems Design Engineering  
Cognitive Science Minor

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

### toolkit & skills \_\_\_\_

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

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

### interests \_\_\_\_

In love with philosophy, psychology, visual arts, music, volleyball, board games, rock climbing, and so much more.