Lam Pham

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work

Product Design Intern
Ceridian
09/2020 - Present

Defining and structuring the company design system using atomic design, implementing the materials design and human interface libraries to ensure consistency throughout the product

Led usability testing sessions with the Dayforce login screens to enhance the ease of flow for new and returning users

Web Designer & Developer
Synqrinus
07/2020 - Present

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

Creating a marketing web page for a new product that tracks company KPIs, serving to captivate current clients into data collection

UX/UI Design Intern
BlueCat Networks
01/2020 - 04/2020

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

Redesigned the UI of BlueCat's flagship product Gateway to improve overall usability. Collected feedback from internal primary stakeholders to ensure efficient user taskflow between pages

community

Founding Design Lead
Loo Labs
09/2020 - Present

Leading long-term design and strategy for organization-identification features 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

Design Lead
enLIGHT Canada
10/2020 - Present

Leading stakeholder collaboration to strengthen enLIGHT's student entrepreneurial presence around Canada through driving the ideation procedure of upcoming products and events

Design Director
UW PM
05/2020 - Present

Refreshing the style guide and organization brand, designing graphic marketing materials using Figma and coordinating events presented by UWPM to help foster the student product community

toolbox

Axure Rp, Figma, Sketch, 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

school

University of Waterloo
Bachelor of Applied Science, Systems Design Engineering
09/2019 - Present

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