

# Lam Pham

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## education

**University of Waterloo**  
***Bachelor of Applied Science,***  
***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**  
***Formlabs***  
01/2022 - 04/2022

Defined the entity information and relationship architecture in the Dashboard 3-D printer ecosystem, formalizing the Attribute-based Access Control permissions and enterprise scalability.

**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 the foundational requirements and global notification patterns for product team adoption.

**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, validated through A/B testing.

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

Proposed calendar refresh research initiatives; conceptualizing Calendar and List View 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.

**Web Designer & Developer**  
***Synqrinus***  
07/2020 - 06/2021

Reconstructed company website for a more efficient CI pipeline using more responsive client-facing layouts.

## 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, and championed timeline priorities for initial MVP.

## toolkit & interests

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

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

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