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

UX Design Intern
CDK Global
06/2021 - 08/2021 (Present)

Incoming to the San Jose Design Systems team to create a single source design system for all CDK products being used in the global automotive industry.

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.

Web Designer & Developer
Synqrinus
07/2020 - Present

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.

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.

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+.

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