

Lam Pham

USER EXPERIENCE DESIGNER

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SKILLS

Prototyping Tools

Axure RP
Figma
Sketch
Marvel
Anima
Xd
Photoshop
Illustrator

UX Methods

Persona
Wireframing
Storyboarding
User Journeys
Affinity Diagram
Usability Testing
Experience Prototyping

Design

Interaction Design
Data Visualization
Visual Design
Video Editing
Illustration
Sketching
Drawing

Development Tools

C++
HTML
CSS
JavaScript
Turing

EXPERIENCE

UX/UI Design & Product Management

Jan. 2020 - Apr. 2020

BlueCat Networks

Executed seamless product experiences through in-depth user, developer, and company research on Zone Health Insights for DNS and DHCP networks

Collaborated with various company departments and clients within the technology, management, and energy industries

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

Design Lead

May 2020 - Present

University of Waterloo Product Management

Designing engaging graphic marketing materials using Figma for events presented by UW PM to help students pursuing careers in Product/Project Management

Coordinating campaigns to critique student resumes in the University of Waterloo product community, captivating over 50% increase in submissions compared to past terms

PROJECTS

Product & UX/UI Designer

Mar. 2020 - May 2020

Communifund

Conceptualized wireframes that follow the Human Interface Guidelines and principles of Material Design, implementing them through the entirety of the product lifecycle in order to optimize user experience using Agile methodology

Conducted market research in order to identify gaps and opportunities, aggregating that data and transferring it into customer journey maps using Agile methodology

UX/UI Designer & Front-End Developer

Mar. 2020 - Present

Missing Persons Canada

Designing and developing a map platform with the aim to generate data visualizations of missing persons around Canada in order to facilitate access for a larger target audience

Curating a database through webscrapping multiple government websites of missing people and applying user studies to devise wireframes that enable a more fluent understanding of the problem space

EDUCATION

Univeristy of Waterloo

BASc, Systems Design Engineering

1A Engineering Society Representative of SYDE class of 2024

Relevant Courses:

Human Factors in Design, Psychology, Data Structures and Algorithms, Linear Algebra, Digital Computation, Introduction to Design