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

Currently defining the user/team/printer group information architecture in the Dashboard entity ecosystem to introduce Fleet Control, a feature that enables production-level businesses to scale their 3D printers.

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 component flow on global notification patterns for international 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 for broader reach of global community, 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+ users using Dayforce.

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

Championed the UX/UI redesign of BlueCat's flagship product, Gateway, to improve the information architecture and user task flow, using internal primary stakeholder and a clientele of 100+ companies' feedback.

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

Reconstructed company website for a more efficient CI pipeline, using more responsive client-facing layouts. Designed and developed a marketing page that tracks company KPIs, implementing interactive data visualizations.

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