

# 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 management 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