

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)

Championing the global nature of a new message center for all enterprise products, architecting the UX patterns and interactions. Migrating and updating modernized company design system from an atomic design standpoint.

Web Designer & Developer

Synqrinus

07/2020 - 06/2021

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

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 and validated through A/B testing.

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 & human interface libraries to drive consistency, future maintainability, and WCAG 2.0 accessibility compliance.

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.

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, defining discovery userflows and information hierarchy, and championing timeline priorities for initial MVP.

toolkit & skills

Figma, Sketch, Axure Rp, Xd,
Adobe CC, React, HTML,
SCSS, Javascript, C++

Interaction and visual design,
low/high fidelity wireframing,
strategy, information architecture

Qualitative/quantitative research
methods and analysis, data
visualization, UX copywriting