Lam Pham

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education

University of Waterloo
Bachelor of Applied Science, Systems Design Engineering
09/2019 - 04/2024

Relevant Courses:
Human Factors in Design; Design, Systems, and Society; Engineering Economics of Design; Psychology; Data Structures and Algorithms

work

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.

Migrated modernized company design system using atomic design, referencing material design & human interface libraries to drive consistency, future maintainability, and WCAG 2.0 accessibility compliance.

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.

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.

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 & skills

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

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

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