

Lam Pham

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education

University of Waterloo

BASc, Systems Design Engineering

09/2019 - 04/2024 (expected)

Coursework of human factors in design, human-computer interaction, user-centered design, and psychology.

work

Product Design Intern

Level Home

09/2022 - 12/2022

Led the initial product requirements and design prototypes of an IoT fleet management platform, focused on engineering release deployment and device telemetry for 1,000,000+ smart devices.

Product Design Intern

Formlabs

01/2022 - 04/2022

Defined the entity information architecture in the Dashboard 3-D printer ecosystem to scale the 4.2% of accounts with 4+ printers, formalizing user role based permissions and access.

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 initial global notification patterns in the design system to 25+ designers across 6 product teams.

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 and return rate by 5%, validated through A/B usability testing.

Mobile Product Design Intern

Ceridian

09/2020 - 12/2020

Initiated calendar refresh research and conceptualized new calendar functionality with considerations for Voice Over/Talk Back accessibility for 500,000+ daily users.

UX/UI Design Intern

BlueCat Networks

01/2020 - 04/2020

Championed the UX/UI redesign of a flagship product to improve the information architecture and user task flow, enhancing the user experience and comprehension of 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, defined discovery user flows, and information hierarchy for initial MVP.

toolkit & interests

Figma, Sketch, Adobe Xd,
Axure Rp, Adobe CC, InVision,
React, HTML/CSS/SCSS/JS

Interaction and visual design,
fidelity prototyping, research &
strategy, information architecture

In love w/ philosophy, psychology,
visual arts, music, volleyball,
board games, and so much more