

# 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 and 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. Structured and updated company design system from an atomic design standpoint.

### 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 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, 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