Noah Ham

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EXPERIENCE

Product & Graphic Designer │ QuackHacks Hackathon
February 2025 - September 2025

- Designed the event's brand identity in Figma and Illustrator, **increasing sign-ups by 35%** and **online engagement by 30%**.
- Created and iterated website wireframes with developers and internal testers, improving navigation clarity and **raising task-completion rates by 70%**.

PROJECTS

Graphic Designer │ Design Interactive
Figma, Adobe Photoshop, Adobe Illustrator

- Conceptualized and iterated multiple **T-shirt designs** within strict color and style guidelines.
- **Presented iterations** to organizational leads, incorporating feedback to refine layout, typography, and hierarchy.
- Final design was selected among five submissions to be the organization's **first official merchandise release**.

Graphic Designer & Animator │ QuackHacks Rebrand
Figma, Adobe Illustrator, Adobe After Effects

- Developed an **entirely new brand identity** through color scheme, symbolism, and iconography.
- Drove a **30% increase in post interactions** and a **15% rise in event sign-ups** following the rebrand.
- Spearheaded the design and animation of a **motion graphic video** that launched QuackHacks' full rebrand.

Frontend Developer │ SwishScan
Swift, SwiftUI

- Designed and developed a **SwiftUI-based iOS interface** for basketball shooting form analysis.
- Iterated on UI layout based on **real user feedback** to continually improve user interactions.
- Engineered **interactive data visualizations** to present performance metrics in a clear, actionable format.

EDUCATION

Bachelor of Science │ University of Wisconsin–Madison
September 2025 - Present (Expected May 2027)

- **4.00 GPA**, Major in Computer Science, Certificate in Graphic Design.
- Dedicated member of Design Interactive, Software Development Club, and the CineMadison Film Club.

TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe Suite, Microsoft Powerpoint, Canva.
- **Programming:** Python, JavaScript, React, HTML/CSS, Java, Swift, SwiftUI, Git, VSCode, JetBrains Suite.
- **Interests:** Interaction Design, Filmmaking, Video Editing, Photography, Motion Graphics Design.