



DEANNA LAM

PRODUCT DESIGNER

lam.deanna@gmail.com

(310)-508-2888

deannalam.design

linkedin.com/in/deannalam81926/

SKILLS

DESIGN

Campaign/Branding
Visual Design
Illustration
Typography
Layout

RESEARCH

Wireframing
User Surveys
A/B Testing
Prototyping
Comparative Analysis
Usability Testing
Storyboarding

TOOLS

Sketch
Figma
Invision
Photoshop
Illustrator
InDesign
AdobeXD

LANGUAGES

jQuery
Javascript
HTML/CSS

EDUCATION

BLOC

UX Design Apprentice 2018

LONG BEACH CITY COLLEGE

Certificate, Graphic Design 2017

CAL-STATE UNIV, LONG BEACH

BA, International Studies 2007-2011

SUMMARY

I'm a people person, problem solver, and pixel pusher. I want to create thoughtful, inventive products that bring joy and ease to the people who use them.

RECENT PROJECTS

LOOM | UI/UX DESIGN, PROJECT LEAD

Bloc Apprenticeship | June 2018-Aug 2018 | <https://deannalam.design/project.html>

Discovered and solved stakeholder issues through user research and developed personas, user flows, and wireframes.

Designed lo-fi and hi-fi prototypes in Sketch, Balsamiq, and InVision for quick iterations and usability testing.

ZENBOOK | UI/UX DESIGN, PROJECT LEAD

Bloc Apprenticeship | Oct 2018-Jan 2019 | <https://invis.io/QGQJ24T25B7>

Developed user surveys, user journeys, storyboards, and wireframes for a conceptual yoga teaching assistant app.

Developed design library and designed clickable hi-fi prototypes in Sketch and InVision for A/B preference testing and in-person/remote usability testing.

RELEVANT EXPERIENCE

DESIGNORY | CREATIVE INTERN

Long Beach, CA | June 2019-Present

Worked with Senior Art Director to optimize digital brochure experience for Subaru of America by creating new user flows based on research and A/B Testing.

Worked with Senior UX Researcher to create design systems and perform structural audits for clients.

VAPE GODDESS | GRAPHIC DESIGNER

Costa Mesa, CA | Jan 2013-Jul 2015

Crafted label designs and marketing collateral with digital illustrations and layout using Illustrator and Photoshop.

Worked with art director to design new concepts and creative branding strategy.

VOLUNTEER EXPERIENCE

OC USER EXPERIENCE (OCUX)

Assistant Organizer, Jan 2019-Present

I help secure venues and handle day-of logistics for various meetups as well as co-host with organizer Shraddha Swaroop.

OC EXPERIENCE DESIGN (OCXD)

Assistant Organizer, Jan 2019-Present

I handle day-of logistics and assist with setup for meetups as well as facilitate discussion in design challenges and networking sessions.