

Deanna Lam
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madebydeanna.com

Education **University of California, Los Angeles** / *Expected Graduation: June 2018*
B.A. Design | Media Arts / *Regents' and Chancellor's Scholarship*

Experience **Product Designer @ Retention Science**

Santa Monica, CA / July 2017–present

Collaborate cross-functionally with product managers and engineers to craft rationale for features and ensure high-quality implementation. Identify pain points and prototype production-level interfaces. Created company's first design system to ensure consistent development. Reenvision and reestablish brand identity, including visual language, writing style guide, and website design.

Design Intern @ A-OK Collective

Los Angeles, CA / October 2017–December 2017

Assisted with creative development of experiential events and drafted floor plans of event venues. Produced visual design assets for creative events and motion graphic videos for client social media. Refined and created presentation decks and designed concept sketches to present to clients.

Lead Designer, Infusion @ USC Michelson Center for Convergent Bioscience

Los Angeles, CA / May 2017–August 2017

As a Research Fellow, co-created and designed a mobile application that uses machine learning to predict side effects and improve quality of life for chemotherapy patients. Conducted interviews with patient advocates and oncologists to understand user behavior and maximize engagement.

Design Fellow @ ATTN:

West Hollywood, CA / June 2016–September 2016

Designed solutions for organizing information for web through wireframes and high-fidelity, animated UI prototypes. Created lettering and type designs for video content.

Design Intern @ MomentFeed

Santa Monica, CA / April 2015–May 2016

Worked with VP of Marketing to deliver messaging by developing brand identity and producing pitch decks and direct mail marketing collateral. Designed retargeting ads to optimize click-through rates and improved information architecture to increase page visits and conversion rates.

Art Director @ Bruin Advertising & Marketing Team

Los Angeles, CA / October 2014–April 2017

Led a team of designers to produce executions for Tai Pei Frozen Food and Snapple's campaign proposals and design plans book to present at AAF's National Student Advertising Competition.

Skills **Creative** / Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Cinema 4D, Unity, Sketch, Invision, Figma, Keynote
Programming & Front-End / HTML & CSS, Javascript (& p5.js), Processing, C#

Honors & Awards **2017** First Place, \$10K Grand Prize / Healthcare Innovation Challenge, Humana
2017 Finalist / Student Innovator Showcase, USC Stevens Center for Innovation
2017 Michelson Fellowship / USC Michelson Center for Convergent Bioscience
2017 Second Place / Hack for Health, USC
2016 Second Place / National Student Advertising Competition District 15
2015 First Place / National Student Advertising Competition District 15

Recognition & Press Business Wire, Vietnam Multidisciplinary Medical Conference, USC News, New Wight Gallery