

Deanna Lam
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madebydeanna.com

Education

University of California, Los Angeles / *Expected Graduation: June 2018*
B.A. Design | Media Arts

Work Experience

User Experience Designer @ Retention Science

Santa Monica, CA / July 2017–Present

Work directly with engineers to improve enterprise application experience by distilling sophisticated, complex problems into elegant solutions. Responsible for identifying the pain points of the product, translating research insights into viable ideas, mapping user flows, and prototyping high-fidelity renderings. Lead the creation of a comprehensive visual language by designing individual components and creating a living style guide for developers.

Lead Designer, Infusion @ USC Michelson Center for Convergent Bioscience

Los Angeles, CA / May 2017–Present

Design mobile application to bring artificial intelligence technology to chemotherapy patients. Conduct interviews with patient advocates and oncologists to understand user behavior and maximize user engagement. Research competitive landscape to understand evolving trends in consumer-facing applications within the healthcare sector.

Design Fellow @ ATTN:

West Hollywood, CA / June 2016–September 2016

Developed brand identity and style guide. Strategized and designed solutions for web and mobile through wireframes, high-fidelity mockups, and animated UI prototypes. Collaborated with Animation team to create lettering and type designs for video content.

Design Intern @ MomentFeed

Santa Monica, CA / April 2015–May 2016

Worked closely with VP of Marketing to deliver messaging by creating pitch decks, ideating and producing assets for direct mail marketing campaigns, and designing clear data visualizations. Designed retargeting ads to optimize click-through rates for website and improved information architecture to increase page visits (by 24.23%) and conversion rates (by 46.78%).

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, design plans book to present at AAF's 2016 and 2017 National Student Advertising Competition, and create content for team's social media channels. Formerly served as Designer to bolster Pizza Hut's UI/UX design for web and mobile apps.

Skills

Creative / Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Cinema 4d, Unity, Sketch, Invision & Craft, Keynote

Programming & Front-End / HTML & CSS, Javascript (p5.js), Processing, C#

*Exhibitions
& Awards*

2017 Finalist / USC Stevens Student Innovator Showcase

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

2015 Featured Artist / Half & Half, New Wight Gallery

2014 Regents Scholarship / University of California, Los Angeles