

Deanna Lam

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madebydeanna.com

Education

University of California, Los Angeles

B.A. Design | Media Arts / Regents' and Chancellor's Scholarship

Experience

KPCB Design Fellow @ Livongo

Mountain View, CA / June–August 2018

Product Designer @ Retention Science

Santa Monica, CA / July 2017–June 2018

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

Design Intern @ A-OK Collective

Los Angeles, CA / October–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–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–September 2016

Designed solutions for organizing information and media content 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 2016–April 2017

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

Skills

Creative / Sketch, InVision, Figma, Keynote, Cinema 4D, Unity, SteamVR, Illustrator, InDesign, Photoshop, Premiere Pro, After Effects

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

Honors & Awards

2018 KPCB Design Fellowship / Kleiner Perkins Caufield & Byers

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, AAF

2015 First Place / National Student Advertising Competition District 15, AAF

Recognition & Press

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