

Deanna Lam
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Experience

Product Manager @ ReSci

Santa Monica, CA / November 2018–present

Currently owning product strategy for the reinvention of our core feature from concept to launch. Overseeing sprint planning and prioritization for frontend projects. Defining product requirements informed by user research, competitor analysis, and technical constraints. Working with engineering leads to ship usability improvements and performance features to help users work more self-sufficiently and reduce call volume.

Kleiner Perkins Design Fellow @ Livongo

Mountain View, CA / June–September 2018

Designed a five-step mobile program that encourages positive health habits. Applied rapid prototyping methods to explore new design paradigms for behavioral health change based on clinical input and business strategy. Identified high-impact opportunities for user-facing touchpoints through journey mapping and user interviews.

Product Designer @ ReSci

Santa Monica, CA / July 2017–June 2018

Collaborated cross-functionally with product managers and engineers to craft rationale for specifications and ensure high-quality implementation. Created company's first design system to ensure consistent development. Identified pain points through usability and beta testing, and prototyped production-level interfaces.

Design Intern @ A-OK Collective

Los Angeles, CA / October–December 2017

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

Lead Design Researcher @ 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 improve the quality of life for chemotherapy patients by predicting patterns in the side effects of infusion treatments. Conducted interviews with patients and oncologists to understand the psychosocial impacts of cancer.

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. Shaped brand identity and created lettering and typographic designs for video content.

Design Intern @ MomentFeed

Santa Monica, CA / April 2015–May 2016

Introduced retargeting ads and improved information architecture, boosting page visits by +24% and increasing lead generation forms by +47% over six months. Designed sales decks and direct mail packaging collateral.

Education

University of California, Los Angeles

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

Skills

Creative / Figma, Sketch, InVision, Adobe CC, Keynote, Cinema 4D, Unity, SteamVR
Programming / C#, Processing, Javascript (& p5.js), HTML/CSS

Honors & Awards

2018 KPCB Fellowship / Kleiner Perkins
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 Insider, Vietnam Oncology Conference, USC News, New Wight Gallery, Broad Art Center