

Deanna Lam
deannalam@ucla.edu
madebydeanna.com

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

Experience **KPCB Design Fellow @ Livongo**
Mountain View, CA / June 2018–August 2018

Product Designer @ Retention Science
Santa Monica, CA / July 2017–June 2018

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.

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 **2018** 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
2015 First Place / National Student Advertising Competition District 15

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



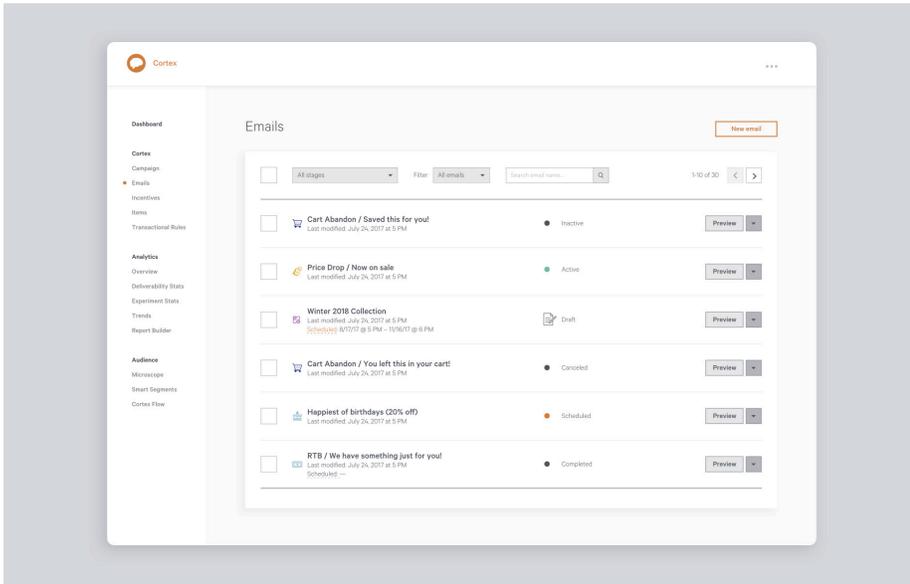
Fiat Lux

This installation centers around the concept of shaping your space to shape your mood. In this corner nook, I've designed and built simplistic, minimal light fixtures that focus on clean lines and forms. The emphasis is on the lack of technology or external pressures; this nook exists as a small sanctuary of calm and peace.

Retention Science lets marketers create and manage personalized email campaigns at scale with artificial intelligence. The Cortex platform delivers predictive product recommendations tailored for each customer and uses self-optimization to send only the highest performing content.

As a Product Designer, I led the initiative to restructure the information architecture and redesign the interface with new branding/style guidelines and a design library.

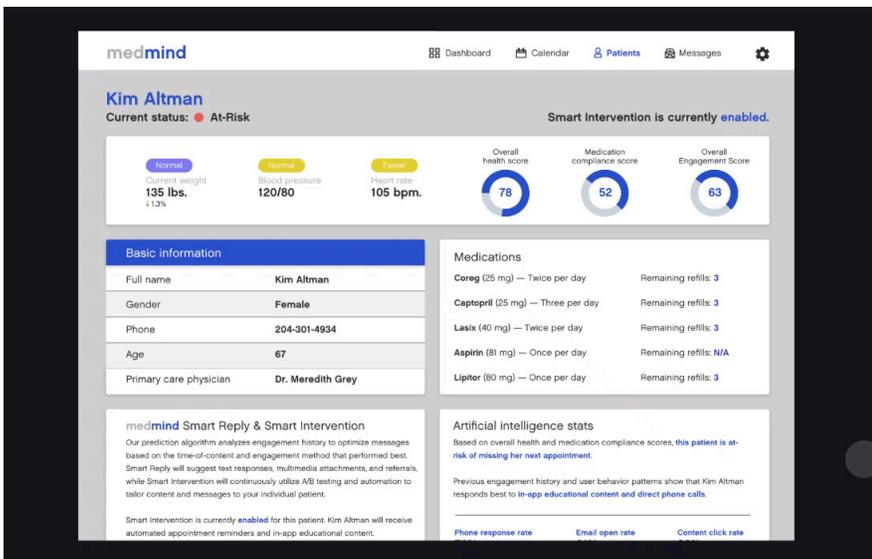
<http://madebydeanna.com/retention-science/>



MedMind is a personalized population health management platform driven by artificial intelligence. The platform provides general wellness and chronic disease management, personalized health recommendations, and appointment scheduling for patients and family members, while allowing care coordinators to identify at-risk patients.

Recipient of \$10K Grand Prize, Health Innovation Challenge, Humana

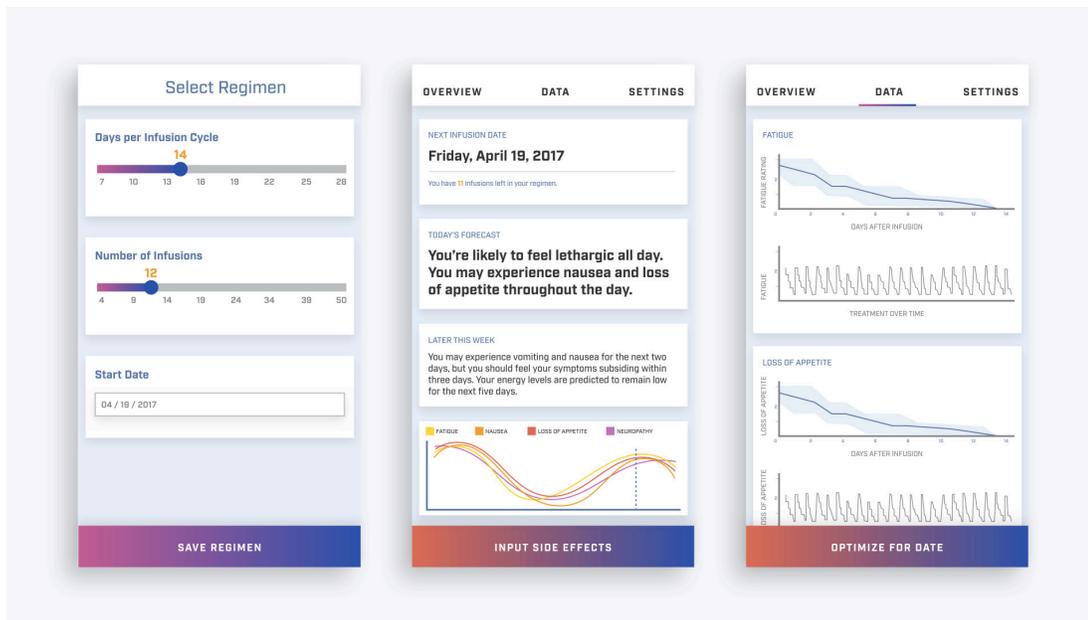
<http://madebydeanna.com/medmind/>



Infusion is a smart chemotherapy app for patients who are scheduling chemotherapy around life and scheduling life around chemotherapy. The app allows patients to track and monitor side effects, predict future moods/symptoms, and optimize their chemotherapy regimen around special events and key dates.

2nd Place, Hack for Health, USC

<http://madebydeanna.com/infusion>



Move Shapes With Me is a generative web application that brings together interactivity and technology. The application consists of two parts: users create new keyframes in the interactive canvas that are then tied together to create an animated reel. Each user begins the process from the latest uploaded keyframe; after creating and uploading a new design, their keyframe is automatically added to the end of the reel.

<http://madebydeanna.com/shapes/>

