

Julia Lam

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EDUCATION

New Jersey Institute of Technology

B.S. Computer Science, Design of the User Experience Minor

Albert Dorman Honors College, Ying Wu College of Computing

Expected Graduation: May 2026

GPA: 3.98/4.00

Newark, NJ

- **Relevant Coursework:** Prototyping in UX, Designing the User Experience, Discovering User Needs for UX, Foundations of Cyberpsychology, Computers, Society and Ethics

SKILLS

Figma, Miro, Mural, Procreate, Wireframing, UX Writing, User Interface Design, User Research, Information Architecture, Journey Mapping, UX/UI Prototyping, Enterprise Design Thinking, A/B Testing, User Interviewing, Personas, User Flows, Qualitative Coding, Qualitative Analysis, Adaptability, Innovation, Empathy

EXPERIENCE

Graphic Designer

September 2023 - Present

NJIT Vietnamese Student Association

Newark, NJ

- Launch the social media presence of the Vietnamese Student Association by creating 60+ visually compelling graphic designs and digital assets as the founding graphic designer to promote club events, mission, and culture.
- Research and analyze cultural influences and social media statistics to gather qualitative and quantitative data to support design ideas for club social media posts, posters, and advertisements, growing the following from 0 to 400+.

UX Design Intern

May 2025 - August 2025

IBM

Austin, TX

- Redesign IBM Cloud Security's Identity and Access Management invite flow and dashboards (trusted profiles, user management) to streamline workflows and improve usability.
- Conducted a heuristic evaluation, identifying and documenting 30+ usability pain points, UI inconsistencies, and opportunities for further evaluation and redesign.
- Pilot a UX Research effort to create a 1-7 metric to utilize when quantifying user trust and confidence in AI recommendations for security programs and services, and identify AI's impact in User Research.

IBM Accelerate Design Track

June 2024 - July 2024

IBM

Remote

- Conducted in-depth UX research for a final track project, utilizing user interviews, surveys, personas, and various analysis methods to gather insights. Conducted usability testing on a popular social communication software, leveraging tools like Figma, Procreate, and Miro to visualize findings and iterate on design solutions, to meet the 80% score requirement to graduate from the program.
- Strengthened design thinking skills through one-on-one mentoring sessions with design professionals, achieving the IBM Enterprise Design Thinking Practitioner certification, and refining past case studies.

PROJECTS

ASCEND [UX/UI, App, Case Study]

UX Designer and Researcher

- Fully designed and prototyped a rock climbing tracking and training app by engaging in user research and leveraging Figma and Procreate.
- Utilized journey maps, personas, competitive research, and wireframing to facilitate the creation of a design that fulfills all user wants, needs, and solves identified pain points.

Discord Deep Dive [UX Research, Case Study]

UX Researcher

- Conducted 4 user interviews and utilized surveys, affinity mapping, personas, and A/B testing to conduct UX research to analyze and identify common user issues that affect customer satisfaction while using the mobile and desktop versions of the communication app Discord.
- Created mock-ups and prototypes of different Discord mobile UI informed by UX Research findings to facilitate easier navigation and improve user engagement and retention.