





LIYAH DAM

UX/UI DESIGNER

CONTACT

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SKILLS

- Web Design
- Style Guides
- A/B Preference Testing
- Basic HTML & CSS
- Interactive Design
- Motion Design
- Wireframes & Prototyping
- User Research
- Usability Testing
- User Interviews
- Information Architecture
- UI Design & Visual Design
- ADA & Web Accessibility
- Inclusive Design
- 2D/3D UI Animation

TOOLS

- Figma
- Sketch
- Balsamiq
- InVision
- Adobe
- JIRA
- Photoshop
- Wordpress

EDUCATION

UX/UI Design Certification

CareerFoundry 2021-2022

Dedicated 500+ hours to CareerFoundry's bootcamp course in UX/UI Design in order to transition into careers that align with my passion for innovation & technology.

LANGUAGES

English 

Vietnamese 

PROFILE

A dedicated & driven designer with 3 years of experience in web design & detailed knowledge in & passion for UX/UI Design. Knowledgeable in UX/UI human-centered design methods, agile methodology, with experience of digital tools & design system theory to bring digital experiences to life. Leads with empathy & customer-centricity in order to transform end-to-end customer experiences & solve complex design problems. Puts customers & users first by putting their needs above personal preferences in order to also reach business goals. Enjoys working closely with cross-functional teams. Has strong communication & collaboration skills. Has executed a variety of design tasks to align with product deadlines & has an online portfolio or samples of work demonstrating relevant experience.

UX/UI DESIGN PROJECTS

Vocab Prep, Vocabulary Learning App

CareerFoundry Case Study 2021

- Designed a vocabulary learning app in order to improve language learning process among young adults.
- Conducted competitive analysis, user interviews & surveys, creating user personas, user flows, task analysis', low-fidelity clickable prototypes & iteration through user testing.

24/7 Experts, Expert Q&A App

CareerFoundry Case Study 2021-2022

- Built an Expert app for users to ask questions & get professional answers no matter when or where.
- User surveys, user interviews, competitive analyses, user flows, personas, task analyses, problem statements, low-, mid-, and high-fidelity prototyping, user testing, various data analysis methods, visual design principles, & iteration to create a user-centred product.

Fitted, Fitness App

CareerFoundry Case Study 2022

- Designed the UI of a fitness app for users to keep track of their fitness goals, motivate them to exercise & stay healthy, as well as providing fitness training & trainers for them to help reach their fitness goals.
- Incorporated UI Design, Motion Design, Interaction Design, Animation Design, Style Guides, Wireframes & Prototyping, etc.

WORK EXPERIENCE

Web Designer & Creative Director 2019-Present

Modern Style Media | Charlotte, NC

- Digital Media, Marketing & Design company for web design & development.
- Created direction for media & digital marketing videos for companies in hospitality industry.
- Impacted businesses by growing them using SEO's, ALT Text & ranking high on Google.
- Grew companies into a six figure business within 1-2 years.

Content Producer 2020-2021

NJMOM | New Jersey

- A New Jersey directory to find things to do in NJ for families. Find New Jersey events, deals, things to do, local businesses, etc.
- Started out as a Content Producer intern & started working full time on a contract.
- Built & fostered @NJMOM engagement community on social media platforms.
- Utilized analytics, created a cohesive & appealing aesthetic for social medias.
- Did research for local businesses & locals within all of New Jersey & networked with them.
- Wrote website posts every week for content as one of the authors of NJMOM.
- Developed & created direction for content & created content through photos or videos for social platforms.