

# DAVID KAM

UX Designer and systems thinker with a background in marine biology. With this foundation I integrate design and system thinking to make powerful products that users find accessible and empowering.

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## DESIGN EXPERIENCE

### CLIENT PROJECTS

#### UX Designer & Researcher

Streetart SF - Website redesign

- Improved information architecture, usability, and developed a clear vision of user needs with a redesigned website.
- Conducted research, wireframing, prototyping, and usability testing.

#### UX Researcher & Designer

Chef Koochooloo - Android tablet design

- Decreased lesson planning time by designing an Android app for teachers.
- Lead research and user test teams.

### STUDENT PROJECTS

#### UX Designer & Researcher, Project Manager

- Decreased user confusion and helped orient new users through an onboarding feature for a social media website with other designers.
- Lead user interviews, research, and usability testing.

#### UX Designer & Researcher

- Increased customer communication and addressed pain-points by designing a customer service portal for an e-commerce website.
- Conducted user interviews and usability tests to create low fidelity wireframes and deliver a clickable prototype.

## WORK EXPERIENCE

#### Operations Supervisor | SEP 2015 - JUN 2016

Aqua Lab Aquaria

- Increased retail and service revenue by overseeing and executing projects in close collaboration with ownership.
- Increased customer satisfaction and repeat business by designing systems and solutions to meet customers' retail and service needs

#### Fisheries Intern | JUN 2014 - OCT 2014

Student Conservation Association

- Increased customer satisfaction and repeat business by designing systems and solutions to meet customers' retail and service needs
- Assessed system health and the effect of legacy projects by conducting stream surveys.

#### Research Assistant | JUL 2013 - JUN 2014

UCSC EEB

- Assisted in gaining a better understanding of adult Cichlid fish behavior, reproduction, and mating choices by gathering observations, qualitative, and quantitative data.

## EDUCATION

#### General Assembly | FEB 2017

UX Design Immersive

#### UC Santa Cruz | JUN 2014

B.S. in Marine Biology

## TOOLS

Sketch

Invision

Adobe XD

Balsamiq

Omnigraffle

## SKILLS

Agile & Scrum

Usability testing

User Interviews

Wireframing

Sketching

User Stories

Personas

User flows

Rapid prototyping

## OBSESSIONS

Badminton

Aquascaping

Hiking