

C H E R I E L A M

interaction designer

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[EXPERIENCE]

UX and UI Designer, Volvo Cars HQ
Gothenburg, Sweden Oct 2018-NOW

- Establish UX design strategies and new visual design languages for Volvo and Polestar in both concept and production projects
- Design meaningful and elegant interface for Volvo Cars and Volvo On-Call App across platforms: In-Cars monitors, iOS, Android and print
- Set the Volvo and Polestar visual style with the team as a guideline for future reference: colors, typography, interface layout...
- Deliver pixel perfect graphics for both concept and production projects based on the brand visual guidelines

UX and UI Designer, Volvo Monitoring & Concept Center
Camarillo, CA Aug 2016-Oct 2018

Visual and Interaction Design Intern, Volvo Monitoring & Concept Center
Camarillo, CA Jan 2016–Aug 2016

- Explore conceptual mock-ups for new interaction models and navigation schemes
- Design pixel perfect comps for all aspects of the project
- Create an impeccable design language that is consistent throughout the Volvo car UI
- Collaborate with motion designers, prototype developers, and project managers
- Conceived and successfully pitched fundamental changes to Volvo's instrumentation typography

UX / UI Web Design, Faith Lutheran Church of South San Francisco
San Francisco, CA Mar–Jun 2015

- Researched user behaviors and needs to influence UX design
- Created wireframes, user flows
- Established color palette, visual elements, and layout

Branding and Visual Design, *A Family Affair* Holiday Event
San Francisco, CA Aug–Oct 2013

- Created two set of posters and tickets for the event
- Designed bilingual content in Chinese and English

[EDUCATION]

Academy of Art University, San Francisco, CA.

- Bachelor of Fine Arts, Web Design and New Media

[HONORS]

2016 Academy of Art Spring Show — *Joella* Type Design

2013 Academy of Art Spring Show — *At 5:40pm* Photography

[SKILLS]

Software

Sketch
Flinto
Adobe Creative Suite / Cloud
Cinema 4D
Final Cut Pro

HTML5 / CSS3
PHP
Wordpress
Lua
Mac and Windows OS

Languages

English
Mandarin Chinese
Cantonese Chinese