Vivian Lam

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Product designer who loves to ideate and develop for all audiences.

EXPERIENCE

Shopify Web Performance | Product Design Intern

May 2020 - Aug 2020

- Interviewed, ideated, and shipped website performance report for over one million store owners.
- Generated over 18,000 visits, 100% increase in job requests for performance experts in Shopify experts marketplace, 8.29% video view rate.

Atomic Loans | Product Designer

Feb 2020 - Apr 2020

- Delivered a landing page marketing the value proposition for bitcoin backed loans startup.
- Achieved 30% conversion rate, 134, 213 views, and 40,000 sign-ups within first 2 weeks of launch.

Shopify Pay | Product Designer & Web Developer Intern

Sep 2019 - Apr 2020

- Developed and designed login and account recovery flows for over 40 million regular users.
- Generated 500,000 logins within first 2 weeks of launch.

UBC Launchpad | Lead UI/UX Designer

Sept 2019 - Apr 2020

- Designed web app for organizations to keep track of candidate interview pipeline.
- Led design sprint with team of 8 developers to map out user flow, conduct user interviews, and brainstorm new features.

Mizu Interactive & Animals in Science| Product Design Lead

Nov 2017 - Aug 2018

- Created VR rat anatomy tool for more ethical dissection alternative.
- Presented at BC Teachers Conference, with over 200 teachers attending.

UBC UX Hub | President

Nov 2017 - Aug 2018

- Led UBC's first design club, educating other students on campus through hosting industry talks, monthly workshops, design jams

SKILLS

Wireframing
Prototyping
User journey map
Storytelling
User interview
Information architecture

DEVELOPMENT SKILLS

Javascript
HTML
CSS
Java
Android
C++, C, C#
Unity
React.js
Vue.js

TOOLS

Figma
Adobe XD
Photoshop
Sketch

EDUCATION

University of British Columbia – BA Cognitive Systems, Computer Science
Nov 2021