Vivian Lam

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

gbvivian.github.io
(778) 321-8061
gbvivianlam@gmail.com

EXPERIENCE

Shopify | Product Designer

Aug 2021 - May 2023

- Led end-to-end research initiatives for multi-channel growth, which guided product strategy and design for 4+ projects

- Worked closely with data scientists, engineers and product managers to define strategies for multi-channel, markets, and bulk editor products

- Achieved stakeholder alignment across 3 teams *(channels, core Shopify, bulk editor),* designing 12+ features on external team's product

- Interviewed, ideated, and designed solutions to address >120 million product errors, affecting ~$16 billion GMV

Chimney.ai | Product Designer

Sep 2020 - April 2022

- Designed an AI powered app that tailors property recommendations based towards the home buyer's lifestyle.

- Developed a design system that provides guidelines for engineers and consistent branding for the company.

Atomic Finance | Product Designer

Feb 2020 - Apr 2020

- Delivered a landing page introducing the value proposition and competitive edge for a new cryptocurrency product.

- Achieved 30% sign-up conversion rate, 134,000 views, and 40,000 sign-ups within 2 weeks of launch.

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 consultants in Shopify experts marketplace.

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 2 weeks of launch.

SKILLS

Prototyping
User journey map
Data analysis
Storytelling
User interview
Information architecture

TOOLS

Figma
FigJam
Premiere Pro
Photoshop
Sketch

DEVELOPMENT SKILLS

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

EDUCATION

University of British Columbia
BA Cognitive Systems,
Computer Science