

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 - Present

- Led cross team workshops to map out user flows, brainstorm new features, and discuss product constraints.
- Performed data analysis on 2 million store owners to ensure a diverse set of participants to recruit and interview.
- Conducted interviews to understand how participants sell on multiple channels, their pain points, and how their experience can be improved.

Chimney.ai | Product Designer

Sep 2020 - Present

- Designed an AI powered app that tailors property recommendations based towards the home buyer's lifestyle.
- Developed a design system from scratch that provides guidelines for engineers and consistent branding for the company.

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

Atomic Loans | Product Designer

Feb 2020 - Apr 2020

- Delivered a landing page introducing the value proposition and competitive edge for a new cryptocurrency product.
- Achieved 30% conversion rate, 134,000 views, and 40,000 sign-ups within 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 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.

SKILLS

Wireframing
Prototyping
User journey map
Storytelling
User interview
Information architecture

DEVELOPMENT SKILLS

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

TOOLS

Figma
Adobe XD
Photoshop
Sketch

EDUCATION

University of British
Columbia - BA Cognitive
Systems, Computer Science
June 2021