

Patrik Lau

product designer

EXPERIENCE

User Experience Design Intern at Visier Inc.

8 month UX internship • 2014 • HR analytics software

Result: Supported feature development with design resources. Paired with an external contractor to begin Visier's first customer support portal.

Designed for the Workforce Planning app, collaborated with developers to implement changes to visual design and user experience. Supported implementation with style guides on components and iconography, outlined use cases and modifications to enforce consistency. Specced customer support portal to provide technical resources and documentation.

UX/UI Teaching Assistant at RED Academy

Ongoing teaching and mentoring • 2019 • Educating new designers

Prepared technical lessons on Sketch from scratch, taught students to create and manage shared libraries. Mentored students during workshop hours.

PROJECTS

User Experience Designer for VitalSines Inc.

3 week UX project • 2019 • Wellness device companion app

Result: Built and animated a prototype which covers a walkthrough that onboards a first time user to using their iHeart Internal Age device.

Redesigned a companion app, mocked up over 60 wireframes with Adobe XD to prototype an interactive walkthrough to present to the client. Designed first time onboarding and in-context hints for new users, performed user tests to confirm design decisions.

User Experience Designer for BullyFreeBC

3 week UX project • 2019 • Anti bully advocacy website

Result: Delivered a website within limitations outlined by client and designed an experience contrary to a typical anti-bullying website.

Prioritized features such as quick exit to support bullying victims and an indexable archive to support anti-bullying advocates finding resources. Tested labelling of navigation links in two separate sessions, iterating with feedback to write labels that resonated with users expectations. Simplified production workflow with Sketch plugins, allowing UI team to work on wireframes as they were completed.

User Interface Designer for BEST

3 week UI project • 2019 • Sustainable transportation website

Result: Developed production processes to create consistent visual assets for the design team. Supported the production of an over 60 wireframe prototype.

Built photo treatment process for hero banners and visual artifacts in Photoshop, iterated with client to ensure treated photos matched brand feel. Created and managed a Sketch design library which contained symbol, layout, colour, and typography guidelines. Project went onto development at RED Academy, supported developers with style guide and CSS colour schema in SASS.

CONTACT

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TOOLS

Sketch	HTML
Adobe CC	CSS / SASS
Principle	Javascript
Invision	Gulp

LEARNING

Adobe XD	React
Figma	Gatsby.js

EDUCATION

RED Academy

2019

Full Stack Design, Diploma

Simon Fraser University

2011-2018

BSc, Interactive Arts and Technology

ABOUT ME

I want to create memorable interactions one touchpoint at a time, and learn the skills to create those experiences.

I'm interested in learning to create design systems and producing work in interdisciplinary teams.

ASK ME ABOUT

Vegan baking recipes,
curing salmon,
Magic the Gathering
tournaments,
streaming on Twitch.tv