

Patrik Lau

product designer

EXPERIENCE

User Experience Designer for VitalSines Inc.

3 week UX project • 2019 • Wellness device companion app

Result: Built a prototype using Adobe XD which covers a walkthrough that onboards a first time user to the iHeart Internal Age experience.

Redesigned a companion app to a wellness device. Designed over sixty wireframes with Adobe XD to prototype an interactive walkthrough to present to the client remotely. Demonstrated user onboarding and contextual hints during usage in prototype, performed user tests to confirm design decisions.

User Experience Design 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 the expected answer to "What is a bully-free website?".

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

User Interface Design 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 the results 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.

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. Spec'd customer support portal to provide technical resources and documentation.

COMMUNITY

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.

CONTACT

plau.ca
hello@plau.ca
+1 604 880 6606

TOOLS

Sketch	HTML
Adobe CC	CSS / SASS
Principle	Javascript
Invision	Gulp

LEARNING

Framer X	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

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EXPERIENCE CONTINUED

User Experience Designer for Shop This City

3 week UX project • 2019 • Clothing and boutique browsing app prototype

Result: Delivered a prototype with improved user experience from alpha product, helped the client by roadmapping the next steps for product growth.

Designed empty states across application, directing users where to go when lost or in their first time use of application. Made 3 iterations of search filter to reduce task time by up to 10 seconds. Discovered users craved delight from user interviews, utilized large product photos and created animations to satisfy need.

User Interface Designer for Bike Locker

3 week UI project • 2019 • Bike storage app prototype

Result: Mocked up a MVP that demonstrates crowdsourcing safe bike parking spots around Vancouver. Picked for development by instructors at RED Academy.

Led six person design team as scrum master, managed client communication and sprint deliverables. Conducted user testing sessions on rating picker, used insights to meet user expectations of labels and visible information. Specced out data integration with Google Maps, collaborated with developers to ensure viability.

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