

vickie yim

PROJECTS

Storybooks by Cirque du Soleil

Case Study

Storybooks is an interactive digital storybook that extends the Cirque du Soleil experience beyond the show, giving Cirque du Soleil an opportunity to further connect audiences with their core brand values. This project was completed over the course of a 5 week student project.

Trail Guides: Google Destinations x National Park Service

Case Study

Trail Guides is a micro-application through Google's platform, built upon an existing relationship between Google Destinations and National Park Service, to provide an on-the-ground perspective through national park rangers to intrigue and prepare visitors. This project was completed over the course of a 4 week student project.

WORK

Retail

April 2012 - November 2018

I have worked in retail for over 6 years, and am quite experienced with communicating and understanding the needs of customers looking for products. I use this in making my design choices when considering what type of audience will be using the products I am a part of designing.

VOLUNTEER

Global Perspectives Canada

April 2012 - June 2013

During my senior year of high school, I applied for and was chosen for a class where, along with 28 other students and 4 teachers, we fundraised \$10,000 towards supplies to benefit a humanitarian cause. In Spring of 2013, we travelled to Saleapaga, Samoa to build a community centre for a small village that was devastated by a tsunami in 2009.

CONTACT

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EDUCATION

Simon Fraser University

September 2013 -

I am a senior design student at Simon Fraser University's School of Interactive Arts & Technology, where I specialize in user experience and visual design. My design process is guided by empathy, research, and the motivation to be part of a conversation for solving complex challenges.

COMPETENCIES

Design Skills

UX Design
UI Design
Prototyping
Video Editing
UX Strategy

Technical Skills

Illustrator
Photoshop
Premiere Pro
After Effects
InVision
Axure RP
HTML/CSS
Keynote