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vivian lin

Hello hi, I'm Vivian!

I'm an inquisitive Digital Product & Service designer—an empathetic explorer of the intangible relationships and experiences between people, products and society. I create systems and strategies to tell stories that are impactful and memorable.

Through my many internships, I have grown as a multidisciplinary designer/unicorn capable of producing both 3D and 2D works within a collaborative high-stress environment, and have since developed a passion for community-based social innovation work, web design and publication design.

selected experiences

UI Designer

Dr. Kathleen Mahannah

2017 - 2017

Branded and created a unique publication-inspired responsive web design for a newly practicing naturopathic doctor, who has since gained traction in e-mail subscribers and patient bookings.

Deliverables: user interviews + surveys, affinity diagramming, moodboards, style tiles, style + brand guide, wireframing, user testing, InVision prototypes, strategy

Service Design Intern

Bridgeable

2016 - 2016

Working with the **Heart & Stroke Foundation**, reimaged a public health program that combines best practices in behavioural health with deep insights about the lives and contexts of older adults. The outcome of this collaboration is a best-in-class health program that combines evidence-based care with health management tools that “fit” the lives of older adults.

Deliverables: in-home interviews, ethnographic probes, literature reviews, personas, affinity diagramming, strategy, co-creation sessions, field research, service blueprint, experience mapping, user testing, print publications, wireframing, InVision prototypes

Brand Visual Display Intern

Kit & Ace

2014 - 2015

Worked with the Brand Visual team and closely with the Shop team to concept, plan, source, and execute in-shop displays and merchandising initiatives to Kit and Ace shops worldwide.

Deliverables: market trend research, rapid prototyping + iteration, conceptualization, production + making, branding

Other experiences:

Teaching Assistant, Product Design Consultant | Simon Fraser University

Service Designer, Research Assistant | Fraser Health Authority & Services

UI Designer | Good Night Out Vancouver

education**UI & Communication Design, Diploma**

RED Academy

2017 - 2017

Industrial Design, Bachelor of Design

Emily Carr University of Art + Design

2012 - 2016

Service Design, Certificate

CityStudio Vancouver

2015 - 2015

skills**Specialties**

- UX/UI design
- Visual communication through branding, typography + layout composition
- Design research + strategies
- Co-creation and facilitation of co-creation sessions
- Print + publication design
- Information architecture + systems design
- Experience mapping + service design

Fluent in:**Adobe Creative Suite:**

- InDesign
- Illustrator
- Photoshop

Other Programs:

- Sketch
- InVision
- Social media platforms

Working knowledge of:

- Principle
- Adobe Lightroom
- Solidworks
- Modo
- HTML/CSS
- Processing
- Wordpress
- MAMP