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vivian lin

Hello hi, I'm Vivian!

I'm an inquisitive Product & Service designer with a background in Industrial & Graphic design - energized by passionate conversations and explorations of the world around me. I create and craft holistic systems and strategies to tell stories that are poignant and memorable.

Over the years I have grown as a multidisciplinary designer capable of producing both 3D and 2D works within a collaborative high-stress environment; I have since developed a passion for social innovation work, web design and publication design.

selected experiences

UI Designer

Drive Digital

2017 - present

Working with clients from various industries, conceive unique responsive web concepts and designs through user experience workshops, creative research and branding exercises to help clients reach maximum growth and SEO leads in the digital landscape.

Deliverables: concepting, creative research, moodboards, style + brand guide, wireframing, user testing, InVision prototypes, strategy

Service Design Intern

Bridgeable

2016 - 2016

Working with the **Heart & Stroke Foundation**, reimagined 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

UI Designer | Dr. Kathleen Mahannah

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
- Adobe Animate
- Solidworks
- Modo
- HTML/CSS
- Processing
- Wordpress
- MAMP