

Vivian Lam

Product designer who loves to ideate and develop for all audiences.

gbvivian.com

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EXPERIENCE

Freelance | Product Designer

Aug 2024 - Dec 2024

- Designed proof of concepts, landing pages, and end-to-end product flows for startups. Created brand identities and scalable design systems

Shopify | Product Designer

Aug 2021 - May 2023

- Led end-to-end research initiatives for multi-channel growth, which guided product strategy and design for 4+ projects
- Worked closely with data scientists, engineers and product managers to define strategies for multi-channel, markets, and bulk editor products
- Achieved stakeholder alignment across 3 teams (*channels*, *core Shopify*, *bulk editor*), designing 12+ features on external team's product
- Interviewed, ideated, and designed solutions to address >120 million product errors, affecting ~\$16 billion GMV

Chimney.ai | Product Designer

Sep 2020 - April 2022

- Designed an AI powered app that tailors property recommendations based towards the home buyer's lifestyle.
- Developed a design system that provides guidelines for engineers and consistent branding for the company.

Atomic Finance | Product Designer

Feb 2020 - Apr 2020

- Delivered a landing page introducing the value proposition and competitive edge for a new cryptocurrency product.
- Achieved 30% sign-up conversion rate, 134,000 views, and 40,000 sign-ups within 2 weeks of launch.

Shopify Web Performance | Product Design Intern

May 2020 - Aug 2020

- Interviewed, ideated, and shipped website performance report for over one million store owners.
- Generated over 18,000 visits, 100% increase in job requests for performance consultants in Shopify experts marketplace.

SKILLS

Prototyping
User journey map
Data analysis
Storytelling
User interview
Information architecture

TOOLS

Figma
FigJam
Premiere Pro
Photoshop
Sketch

DEVELOPMENT SKILLS

Javascript
React.js
HTML
CSS
Java
Android
C++, C, C#
Unity

EDUCATION

University of British Columbia

BA Cognitive Systems,
Computer Science

Shopify Pay | Product Designer & Web Developer Intern

Sep 2019 - Apr 2020

- Developed and designed login and account recovery flows for over 40 million regular users.
- Generated 500,000 logins within 2 weeks of launch.