

# vivian lin

product + service designer

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## Skills

Product Design	Strategy	User Testing	Art Direction
Service Design	Design Research	Visual Communication	Photography
UX/UI	Concept Development	Experience Design	Social Media

## Experience

### Senior Product Designer

*Turtle*

04/21 - Present

Contributed participatory research, strategy, content writing, product consulting, design systems and web/mobile designs for multiple clients.

### Experience Designer

*Electronic Arts (EA)*

08/19 - 02/21

Researched, strategized, designed and launched NHL 21. Led the development of NHL's design system while designing new features for next generation console gaming in NHL 22.

### Staff Writer + Instagram Manager

*EARMILK*

08/18 - 05/20

Research, curate and contribute unique content in regards to current and/or rising music trends and artists, driving forward the blog's organic engagement and reputation.

### Product Designer

*Turtle*

04/19 - 08/19

Contributed participatory research, strategy, product consulting and further refinement of design systems for clients including Glassdoor.

### UI Designer + Photographer

*Major Tom*

07/17 - 04/19

Contributed visual and web design, art direction, strategy and asset creation for clients including Cobs Bread, ICUC, Zephyr Epic and Taster's Club.

### Service Design Intern

*Bridgeable*

05/16 - 08/16

Partnered with the Heart & Stroke Foundation to reimagine a public health program using human-centred strategy and behavioural health best practices.

### Product Design Consultant

*Simon Fraser University*

05/15 - 08/15

Documented, mentored and helped facilitate students of BUS443 in developing and launching new products/services in relation to sustainable business practices.

### Brand Visual Display Intern

*Kit and Ace*

09/14 - 01/15

Concepted, planned, sourced, and executed in-shop displays and merchandising initiatives to Kit and Ace shops worldwide.

### Service Designer

*Fraser Health*

10/13 - 03/14

Developed an initiative focused on creating and cultivating a culture of patient engagement in healthcare to increase patient safety.

## Education

### Bachelor of Industrial Design

*Emily Carr University of Art + Design*

09/12 - 05/16

### Diploma, UI and Communication Design

*RED Academy*

01/17 - 03/17

