



# Vivian Chen

## Product Designer

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### Product Designer

**Medscape/WebMD** July 2021 - Present

- Led research, UI, UX, prototyping, visual design, and branding for a medical journal aggregator app for iOS, Android, and Web app
- Collaborated with other designers, PMs, and devs across different Medscape design initiatives
- Led the development of the Medscape's illustration system
- Active contributor in the creation and documentation of a design system across the organization

### Interactive Designer

**University of British Columbia** Sept 2019 - June 2021

- Led the complete UI/UX redesign of the eLearning website.
- Designed and developed interactive online learning modules for practicing physicians.
- Created multimedia assets including medical illustrations, icons, interactive tools, diagrams, data visualizations, and motion graphic videos to communicate learning content.
- Held working group meetings with subject matter experts to meet instructional end goals for the target audience.

### Interactive Media Design Co-op

**Vancouver Coastal Health** May - Sept 2019

- Designed and developed RPACE, a website-based online learning module.
- Created storyboards, attended working group meetings, and developed interactive activities and assessments.

### Graphic Designer

**VIFF** Aug - Oct 2017

- Produced artwork and multimedia marketing material following branding guidelines.

### Lead Designer and Marketing Assistant

**Vancouver Fringe** May - Dec 2016

- Designed all marketing materials, including a program guide and other print/web deliverables

### EDUCATION

**Emily Carr University of Art + Design**

BDes - Interaction Design  
2014 - 2019

### SKILLS

UI/UX design  
User Interviews  
User Testing  
Prototyping  
Illustration  
Iconography  
Visual design  
Branding  
English/Mandarin

### TOOLBOX

Figma  
FigJam  
Miro  
Illustrator  
Photoshop  
InDesign  
Jira  
HTML/CSS  
Brackets