

Vivian Chen

Product Designer

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EXPERIENCE

Product Designer

Medscape/WebMD July 2021 - Present

- Led and optimized app/web designs for the medical journal aggregator app QxMD Read, resulting in a large reduction in support tickets.
- Redesigned the Medscape Education home page, leading a 91% - 195% increased click rate into web content pages.
- Spearheaded the development of organization-wide illustration system.
- Contributed to the creation and documentation of the Medscape Design system.

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