Adrian Wong

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EDUCATION

Master of Information
University of Toronto (2019 - Present)
Concentrations in User Experience and Human-Centered Data Science

Honours BSc with Distinction
University of Toronto (2015 - 2019)
Majors in Psychology and Digital Media
Minor in Computer Science

New Media Design
Centennial College (2017 - 2018)
Highest GPA in the graduating class

EXPERTISE

Design Research
Literature Reviews, Interviews, Surveys, Focus Groups, Observational Studies, Competitive Analyses, Content Inventories, Card Sorting, Heuristic Analysis, Heatmaps, Tree Tests

User-Centered Methods
Personas, Empathy Mapping, Storyboarding, User Scenarios, User Journey Maps, User Needs, User Flows

Prototyping Tools
Figma, Balsamiq, Sketch, InVision, Adobe XD, Adobe Photoshop

Programming
HTML, CSS, JavaScript, jQuery, Java, Bootstrap, Bulma, ReactJS, R, Python

AWARDS

TCPS 2: Core (Human Research Ethics)
Google Analytics IQ Certification
Dean's Award for Academic Excellence
Orange Scholars Winner

EXPERIENCE

Research Assistant
May 2019 - Present
University of Toronto

Examining VR, AR, MR, XR and AI/ML in the lives of youth.

- Synthesized library of over 100+ peer reviewed publications for preliminary literature review.
- Currently discussing a potential focus group study with the Cooney Center (Sesame Workshop).

Taking a human-centered approach to environmental science.

- Managed participant recruitment efforts and received 200+ survey responses within the first month.
- Prepared reports using descriptive statistics and weighted data based on population demographics.
- Mapped psychographic and environmental factors in R to develop a structural equation model.

UX Research & Product Designer
May - Aug 2018
SIËSDE Dispute Resolution Technologies
Exploring legal technologies in the IBM Innovation Space.

- Drafted MVP which reduces disclosure expenses by 86% using collaborative Agile methodology.
- Worked closely with end-users to research and ideate personas, journey maps, and user flows.
- Designed wireframes, mock-ups, and prototypes using Balsamiq, Figma, Sketch, and InVision.
- Used focus groups, A/B tests, heatmaps, and Likert-scale questions (SUS) to evaluate efficacy.
- Arranged findings according to MoSCoW, increasing initial SUS score from 66 to 71 after redesign.

Executive Web Officer
Jun 2017 - Sep 2018
UTSC Arts, Culture & Media Student Association
Representing over 1500 ACM students as of 2019 at UofT.

- Applied user-centered design to online presence through CMS administration and web development.
- Managed online content and copywriting to increase session durations and decrease bounce rates.
- Monitored user analytics and implemented SEO principles to increase web traffic by 68% annually.