

Adrian Wong

✉ adr Wong.ux@gmail.com
in linkedin.com/in/adrwong

☎ (416)-725-0946
🏠 adr Wong.design

EDUCATION

Master of Information

University of Toronto (2019 - 2021)

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 among the graduating class
in research, design, and development

EXPERTISE

Research

Competitive Analyses, Interviews, Focus
Groups, Advanced Surveys, Usability
Tests, Card Sorts, Heat Maps, Tree Tests

Strategy

Personas, Empathy Mapping, Design
Sprints, Workshops, Storyboarding,
Journey Maps, User Needs, HMWs

Design

Figma, InVision, Adobe XD, Balsamiq

Code

HTML, CSS, JavaScript, jQuery, Java,
Bootstrap, ReactJS, R, Python, SQL

ACHIEVEMENTS

- NN/g UX Certification (Research)
- Capital One Spot Awards
- Capital One 2021 Q1+Q3 Beacon Award
- TCPS 2: Core (Research Ethics)
- Google Analytics IQ Certification
- Dean's Award for Academic Excellence

EXPERIENCE

Senior Strategic UX Researcher | Capital One

From Intern to Senior Associate | 2020 - 2021, 2021 - Present

Bringing ingenuity, simplicity, and humanity to banking.

- Led 20+ studies with a mixed-method approach, resulting in \$700k+ in savings and acquisitions year-over-year.
- Developed a centralized research team & new research operations, maintaining rigorous research validity & integrity.
- Won Canada's most prestigious award (twice) by advocating for seniors & informing a company-wide mobile strategy.
- Provided office-hour consultations for 100+ generative & evaluative research intents, impacting ~200k - 3M users each.
- Facilitated workshops, design sprints, & training with 100+ stakeholders to socialize insights and recommendations.

Research Assistant | University of Toronto

Contract | May 2019 - Apr 2020

Examining VR, AR, MR, and XR tech in the lives of youth.

- Synthesized library of over 100+ peer-reviewed publications & organized insights to draft a preliminary literature review.

Taking a human-centered approach to the environment.

- Managed participant recruitment efforts and received 1K survey responses to ensure a level of statistical significance.
- Prepared reports using descriptive statistics and weighted data based on population demographics.

UX Research & Product Designer | SIËSDE Tech

Contract | May 2018 - Aug 2018

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 and conducted evaluative research to ideate personas, journey maps, and user flows.
- Designed wireframes, mock-ups, and prototypes using Balsamiq, Figma, Sketch, and InVision.
- Applied focus groups, heatmaps, and Likert-scale questions (SUS; system usability score) to evaluate efficacy.
- Presented key findings & recommendations according to MoSCoW, increasing SUS score from 66 to 71 after redesign.