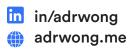
# **Adrian Wong**





#### **EDUCATION**

## **Masters 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 in the graduating class

## **SKILLS**

## **Design Research**

Literature Reviews, Interviews, Surveys, Focus Groups, Observational Studies, Competetive 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, Bootrstrap, 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.

## **Product Design / Researcher**

May 2018 - Aug 2018

SIËSDE Dispute Resolution Technologies

Exploring legal technologies in the IBM Innovation Space.

- Drafted MVP which reduces disclosure expenses by 94% 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.

# **Admin JavaScript Coach**

Oct 2017 - Aug 2018

Hatch Coding Canada

Computer training school with 138,181 student projects (2018).

- Applied professional programming skills within an interactive and educational environment.
- Continuously integrated student-centered techniques to motivate and inspire critical thinking.
- Managed small teams of coaches, delivering standardized lessons based on core learning objectives.