

Adrian Wong

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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.

- Developed new remote research operations & capabilities while maintaining rigorous research validity & integrity.
- Led generative & evaluative research with a mixed-method approach for several large-scale projects of over 1M users.
- Facilitated workshops, design sprints, & training courses to socialize research and uncover actionable insights.
- Established a centralized research team and provided consultation for 100+ research intents across my tenure.
- Won Canada's most prestigious award twice by advocating for senior users & informing a company-wide mobile strategy.

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 200+ survey responses within the first month.
- 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.