

# Adrian Wong

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

☎ 416-725-0946  
🏠 adr Wong.tech

## 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 programming

## EXPERTISE

### Design Research

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

### Design Strategy

Personas, Empathy Mapping, HMW,  
Storyboarding, User Scenarios, User  
Journey Maps, User Needs, User Flows

### Prototyping Tools

Figma, Sketch, InVision, Balsamiq

### Programming

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

## AWARDS

Capital One 2021 Beacon Award  
Capital One 2020 Spot Award  
TCPS 2: Core (Human Research Ethics)  
Google Analytics IQ Certification  
Dean's Award for Academic Excellence

## EXPERIENCE

### Design Researcher & Strategist | Capital One

Toronto, Canada | May - Dec 2020, May 2021 - Present

#### Bringing ingenuity, simplicity, and humanity to banking.

- Established new remote research ops & virtual synthesis capabilities while ensuring research validity & integrity.
- Planned & moderated primary research (empathy interviews, usability tests) for several large-scale projects (>1M users).
- Facilitated workshops, design sprints, & collaborative sessions with key stakeholders to drive creativity & innovation.
- Informed digital engagement strategies using quant/qual analysis, saving costs of >\$100k annually in call expenses.
- Advocated for senior's accessibility in context of digital self-service support, winning Canada's most prestigious award.

### Research Assistant | University of Toronto

Toronto, Canada | May 2019 - Apr 2020

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

- Synthesized library of over 100+ peer reviewed publications for preliminary literature review.

#### Taking a human-centered approach to conservation efforts.

- 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 | SIÈSDE Tech

Markham, Canada | May 2019 - Apr 2020

#### 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.