

# Adrian Wong

✉ [adrwong.ux@gmail.com](mailto:adrwong.ux@gmail.com)  
in [linkedin.com/in/adrwong](https://www.linkedin.com/in/adrwong)

☎ 416-725-0946  
🏠 [adrwong.me](https://adrwong.me)

## 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

*SIÉSDE 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.