ADRIAN WONG

/in/adrwong 🔗
416-725-0946 ☎
adr.wong@mail.utoronto.ca ✉

PROFESSIONAL EXPERIENCE

Research Assistant | University of Toronto   May 2019 – September 2019
Ecological Modelling Laboratory that takes a human-centered approach to environmental conservation.

- Initiated participant recruitment efforts and received 200+ survey responses within the first month
- Managed outreach initiatives with local organizations to gather a more representative sample
- Prepared reports using descriptive statistics and weighted data based on population demographics
- Applied principal component analysis to thematic variables and isolated significant factor groupings
- Mapped psychographic and environmental factors in R to develop a structural equation model

Legal Research UX/UI Product Designer | SIËSDE   May 2018 – August 2018
Located in the IBM Innovation Space, a SaaS company that innovates technologies for family law.

- 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, mockups, 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

Administrative JavaScript Coach | Hatch Canada   October 2017 – August 2018
Computer training school across the GTA, boasts 23,243 digital portfolios and 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
- Patiently communicated programming concerns and worked closely with students to debug code
- Promoted rudimentary UX principles by suggesting iterations to projects from a user's perspective

TECHNICAL SKILLS

- Fluent in Office software through Word reports, PowerPoint presentations, and Excel data analyses
- Proficient media creation skills using Sketch, InVision, Figma, Balsamiq, and Adobe CC software
- Experienced with HTML/CSS, JavaScript, Java, Python, R, C, C#, as well as SQL / NoSQL

ACADEMIC EDUCATION

Master of Information | University of Toronto   2019 – 2021
Concentrations in User Experience Design & Human-Centered Data Science

Honours Bachelor of Science with Distinction | University of Toronto   2015 – 2019
Double Major in Psychology & Digital Media with a Minor in Computer Science

New Media Design | Centennial College (CCC)   2017 – 2018
Dean's Award for Academic Excellence for the highest GPA in the graduating class

ACHIEVEMENTS & CERTIFICATIONS

- TCPS 2: CORE (Ethical Conduct for Research Involving Humans)   2019
- Dean's Award for Academic Excellence   2018
- Orange Scholars Scholarship Winner   2015
- Second, UOIT Robotics Competition   2014