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

User Research
Competitive Analyses, Interviews, Focus Groups, Advanced Surveys, Usability Tests, Card Sorts, Heat Maps, Tree Tests

Design Strategy
Personas, Empathy Mapping, Design Sprints, Workshops, Storyboarding, Journey Maps, User Needs, HMWs

Prototyping Tools
Figma, InVision, Adobe XD, Balsamiq

Programming
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 Design Researcher | Capital One
From Intern to Senior Associate | 2020 - 2021, 2022 - 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 with stakeholders to democratize research and socialize insights.
- Established a centralized research team and provided consultation for 100+ research intents across the organization.
- 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.