

# 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 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.