

# Adrian Wong

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## 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, ReactJS, R, Python, SQL

## AWARDS

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

## RECENT EXPERIENCE

### Design Research & Strategist

May - Dec 2020

*Capital One*

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

- 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.
- 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).
- Designed solution to support credit payments amidst COVID, increasing min-pay likelihood by 5% and NPS by ~18 points.

### Research Assistant

May 2019 - Apr 2020

*University of Toronto*

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

- Synthesized library of over >100 peer reviewed publications for preliminary literature review.
- Discussed plans for a prospective focus group study with the Cooney Center (Sesame Workshop).

**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

May - Aug 2018

*SIËSDE 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.