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/yr across >1M users.
- Guided remote research ops, helping to iterate new research & synthesis capabilities in the advent of work-from-home.
- Planned & moderated primary research (empathy interviews, usability tests, etc) for several large-scale projects.
- 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.