# 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 programming

## 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, HMW,
Storyboarding, User Scenarios, User
Journey Maps, User Needs, User Flows

### Prototyping Tools
Figma, Sketch, InVision, Balsamiq

### Programming
HTML, CSS, JavaScript, jQuery, Java,
Bootstrap, ReactJS, R, Python, SQL

## AWARDS

Capital One 2021 Beacon Award
Capital One 2020 Spot Award
TCPS 2: Core (Human Research Ethics)
Google Analytics IQ Certification
Dean's Award for Academic Excellence

## EXPERIENCE

### Design Researcher & Strategist | Capital One
Toronto, Canada | May - Dec 2020, May 2021 - Present

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

- Established new remote research ops & virtual synthesis capabilities while ensuring research validity & integrity.
- Facilitated workshops, design sprints, & collaborative sessions with key stakeholders to drive creativity & innovation.
- Planned & moderated primary research (empathy interviews, usability tests) for several large-scale projects (>1M users).
- Informed digital engagement strategies using quant/qual analysis, saving costs of >$100k annually in call expenses.
- Advocated for senior's accessibility in context of digital self-service support, winning Canada's most prestigious award.

### Research Assistant | University of Toronto
Toronto, Canada | May 2019 - Apr 2020

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

- Synthesized library of over 100+ peer reviewed publications for preliminary literature review.

**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 | SIËSDE Tech
Markham, Canada | May 2019 - Apr 2020

**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.