Adam Thompson

adamthompson.ca
adam.m.thompson@icloud.com
+1-226-972-2838

Summary

- Experience in mobile/web UX and product design since 2013.
- Development of well-researched user-centered design deliverables, like user flows, personas, wireframes, prototypes, and more.
- Collaboratively identifying and solving problems with designers, developers, PMs and other stakeholders in fast-paced environments.

Experience

Product Manager Zynga Poker — Toronto — Spring 2016

- Performed user research, competitor analysis and A/B testing for a new subscription-based revenue model.
- Configured the user flow and final parameters for a feature that increased daily news-feed app entry by 4%.
- Designed initial wireframes and feature specifications for a new engagement feature expected to increase daily active users by 10%.

Product Designer Noom — New York — Fall 2015

- Simplified the food logging experience to better fit with the observed mental model, without compromising functionality.
- Leveraged data from rigorously user tested prototypes to inform further design iterations.
- Initiated collaboration with users and stakeholders, and managed the early design process for a Coach Dashboard re-design.

UX Designer KnowRoaming — Toronto — Spring 2014/Winter 2015

- Overhauled design and structure of iOS and Android apps to make it simpler, more informative, and conform to common user behaviour.
- Designed and built a sponsorship sign-up page from scratch using SASS, CoffeeScript and PHP.
- Organized semiweekly design meetings with all stakeholders to present prototypes and discuss design of the mobile apps and websites.

UI Designer Sony — Waterloo — Fall 2013

- Spearheaded design and development for a new music-discovery/radio feature for MediaGo, built in SASS and jQuery.
- Proposed a UI re-design of MediaGo, improving aesthetics and contextual clarity.

Projects

Chameleon — Sept. 2016 - present

Smart hearing protection that automatically adjusts its attenuation based on the environment.

- Researched user needs and current behaviour to inform design, and technical requirements.
- Managed project priorities, and led development of mechanical, software and electronic systems.

SMRT WATR — Spring 2015

An interactive IoT water fountain that reacts to player responses in a web-based quiz game.

- Designed and built the game interface using JavaScript and a Tornado Python server.
- Created a mechanism to rotate the fountain, and constructed the fountain basin.

TAP Metronome — Fall 2016 - present

A simple iOS metronome app with a minimal interface for distraction-free practice.

Colour Thermometer — Winter 2015/Spring 2017

A web app that represents the current temperature, weather conditions and time as an HSV colour.

Clubs & Groups

The Water Boys — Fall 2013 - Winter 2017

Soloist and baritone leader for the internationally ranked all-male a Capella group.

UW/UX — Fall 2014 - Spring 2016

Vice President of the UW campus UX Club, helping with mentorship and event planning.

Education

University of Waterloo

Systems Design Engineering, BASc

Cognitive Science minor

Toolbox

Sketch Framer Origami Balsamiq Photoshop InVision HTML JavaScript Swift Python React