Adam Thompson

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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