Adam Thompson

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Research. Design. Build.

Summary

- Passionate about defining and designing products that solve a real problem and make a difference in people's lives
- User Research: Knowing who you're designing for is key to making great products. Using a variety of user research methods, I gather insights about who the users are, and what problems they need solved
- Experience Design: With professional experience in the field since 2013, I use insights to produce user-centered design artifacts, such as user flows, personas, wireframes, and prototypes
- Product Development: Software or hardware, I can code or CAD the product to deliver the intended experience

Education

University of Waterloo Systems Design Engineering, B.A.Sc. with Cognitive Science minor

Systems Design Engineering is a holistic, multidisciplinary approach to engineering with an emphasis on design thinking

Experience

Assistant Customer Solutions Manager MUSIC Group   Kitchener/Victoria | Jan. - Apr. 2018

- Identified business opportunities and customer needs, and defined product specifications for a line of accessories and mobile music making products based on insights uncovered through market and customer research
- Developed a process and tool in Excel/VBA, now used across the organization in 13 countries, to allow solutions managers to quickly evaluate Go/No-Go decisions for products based on ROI and time-to market, and allow portfolio managers to create product portfolios based on this information
- Worked closely with director of product design on process, higher level product vision, business case development and customer centric strategies, and collaborated with customers, senior management, engineering, industrial design, sales and marketing to define product story, experience, design and functionality

Co-Founder Chameleon Hearing Protection   Waterloo | Sept. 2016 - Dec. 2017

Smart hearing protection for industrial workers, that automatically adjusts its attenuation based on its environment

- Researched user needs and observed current behaviours of industrial workers to inform problem definition, product design, and technical requirements, and developed a business model and market strategy based on all stakeholder needs and expectations
- Managed project priorities and deadlines, and led development of mechanical, software and electronic systems
- Designed the mechanical noise-attenuation components using Fusion 360, designed the analog electronic filter circuit to measure the perceived loudness of noise at the ear, and architected Arduino code to control the mechanical actuator based the loudness measurement
- Developed device testing procedures and analysis software in Python (NumPy) to determine the Noise Reduction Ratio (NRR) of the headset, and to predict daily noise exposure

UX Product Manager Zynga Poker   Toronto | May. - Aug. 2016

- Surveyed competor business models, and performed secondary user research and A/B testing, with data analysis in SQL to determine feasibility and establish price points of a new subscription-based revenue model
- Analyzed player demographics based on monthly spend amounts in Excel to allow product managers to better understand the sources of revenue, and which players to target for new features
- Identified an ideal user flow and configured final design parameters based on the results of multi-variate testing for a social engagement feature that increased daily news-feed app entry by 4%
- Designed initial prototype using sketches and wireframes, and specified feature requirements for a new engagement feature expected to increase daily active users by 10%

Product Designer Noom

New York | Sept. - Dec. 2015

- Simplified the food logging experience without compromising functionality by changing the app architecture to better fit the observed mental model, and leveraged data from rigorously user tested Sketch and Marvel prototypes to inform further design iterations
- Increased saliency of key interface elements and improved user confidence in the food portion picker interface
- Initiated collaboration with users and stakeholders, and managed the early design process for an internal Coach Dashboard, including requirement and scope definition

Front-End Developer/UX Designer SMRT WATR

Waterloo | May - Aug. 2015

An interactive IoT water fountain, using Arduino and Raspberry Pi, that reacts to players responses in a web-based quiz game.

- Defined and tested the in-game user experience, and built app's front-end using JavaScript (jQuery), and back-end with a Tornado Python server to allow real-time communication between players and the fountain
- Created a mechanism to rotate the fountain jets at the appropriate angle, and constructed the fountain basin

UX Designer KnowRoaming

Toronto | May 2014 - Apr. 2015

- Overhauled information architecture and UI design of the iOS and Android apps to conform to common user behaviours, making them simpler and more informative, as evidenced through user retention rates
- Organized and ran semiweekly design meetings with all stakeholders to present prototypes, and collaborate and discuss design of the mobile apps, websites and other media
- Designed and built a sponsorship sign-up page from scratch using CSS (Sass), JavaScript (CoffeeScript), HTML and PHP

UI Designer Sony

Waterloo | Sept.- Dec. 2013

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

Projects

Klypi | Winter 2018

A customer research tool and Safari extension used to clip various online reviews and comments directly to Airtable

Colour Thermometer | Spring 2017

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

TAP Metronome | Fall 2017

A simple iOS metronome app built in Swift with a minimal interface for distraction-free practice

Fourier Synthesizer | Winter 2017

A simple harmonic synth built in Python
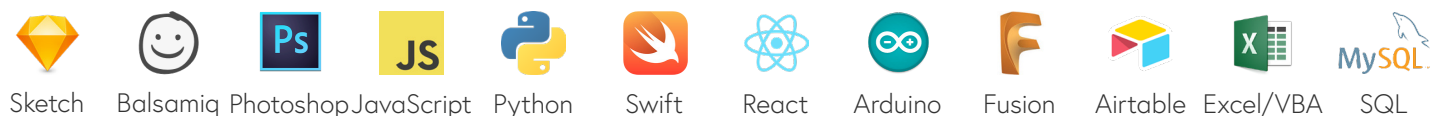
Clubs & Groups

The Water Boys | Fall 2013 - Winter 2017

Soloist and baritone section leader for the 2017 international finalist, all-male a Capella group.

UW/UX | Fall 2014 - Spring 2016

Vice President of the UW campus UX Club, mentoring younger students and planning club events

Toolbox

Sketch Balsamiq Photoshop JavaScript Python Swift React Arduino Fusion Airtable Excel/VBA SQL

Volunteer Work

Maintenance Assistant/Cabin Leader Camp Kwasind

July 2017

Interests

Travel Traveled for 2 months in Western & Central Europe and Iceland after graduating university

Music In addition to singing with the Water Boys, I like to write, arrange and play guitar at open mics

Craft Beer My favourite local brew is Harbinger APA from Descendants in Kitchener