



# Adam Thompson

adamthompson.ca

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## Summary

- Experience in UX and Product design since 2013
- Product Management experience researching, developing and prioritizing user & tech requirements
- Pitching and presenting my own designs at all-hands meetings, backing them up with user-research data, and following through with a plan for implementation
- Collaborating and brainstorming design solutions with designers, developers, operations, and marketing

## Work Experience

### Product Manager (Poker) at Zynga

Spring 2016 – Toronto, ON

- Designed the initial UX wireframes and feature specifications for a hand replay feature expected to increase Daily Active Users
- Managed, analyzed, and reported on key metrics for various in-app experiments
- Performed background research, user analysis, and A/B testing as part of the design process for a new Subscriptions model
- Configured final tuning parameters and UX flow for a viral engagement feature which increased Facebook feed app entry by 36%

### Product Designer at Noom

Fall 2015 – New York City, NY

- Leveraged user testing results to re-design the meal-logging experience, improving clarity, speed of navigation and to better reflect the common mental model of logging food
- Enhanced the food portion picker interface to improve user confidence when logging food items
- Prototyped and iterated interaction designs using Sketch, Framer JS, and Origami, and tested using Usability Hub and UserTesting.com
- Initiated multidisciplinary collaboration with all stakeholders to better understand product requirements, and managed the early design process for the coach dashboard

### UX Designer at KnowRoaming

Spring 2014 & Winter 2015 – Toronto, ON

- Redesigned both iOS and Android apps from the ground up. I reworked everything from the registration workflow, to the in app experience at home and abroad using the KnowRoaming SIM Sticker
- Lead weekly design meetings with relevant stakeholders to discuss the experience and design of the mobile apps
- Created, branded and optimized a core company service, now called ReachMe.
- Created 3D concept models of an automated sticker application device using AutoCAD and Inventor

## Projects

### Chameleon Hearing Protection Sept. 2016 - present

A variable hearing protection device for periodically loud environments, such as construction sites and factories which continuously adjusts its attenuation based on the loudness of the environment.

- Managed team priorities and coordinated collaboration efforts
- Designed outer casing, and attenuator actuation mechanism
- Designed and built testing apparatus and developed test evaluation software
- Managed team priorities and coordinated collaboration efforts

### SMRT WATR Spring 2015

An interactive fountain with dynamic water spouts controlled by an Arduino, connected via a Raspberry Pi to enable users to play a quiz game with the fountain, which reacted to the quiz responses

- Designed the game interface, and app architecture
- Developed the web-app front-end, and a portion of the Python server
- Designed a mechanism to allow the servo motor to rotate the fountain jet
- Designed and built the wood and plastic frame and water basin

### TAP Metronome Fall 2016

A simple iOS metronome app with a minimal interface built during Hack The North 2016.

### Say No To Comic Sans Spring 2013

A Chrome extension that scans a webpage for Comic Sans, and replaces it with Helvetica.

## Clubs & Groups

### UW/UX Fall 2014 to Spring 2016

Vice President of the UW campus UX Club. Currently an active member

### The Water Boys Fall 2013 to Winter 2017

Soloist and lead baritone for the ICCA semi-finalist a cappella group

## Toolbox



Balsamiq



Framer



Sketch



Origami



Photoshop



CoffeeScript



Swift



Git



HTML



jQuery

**Education** University of Waterloo, BAsC. Systems Design Engineering, Cognitive Science minor