

# Adam Thompson

Product Designer - University of Waterloo

[adamthompson.ca](http://adamthompson.ca)

[adam.m.thompson@icloud.com](mailto:adam.m.thompson@icloud.com)

[+1-226-972-2838](tel:+12269722838)

## Summary

- Experience in mobile/web/desktop UX and product design since 2013.
- Research, development and prioritization of user & technological requirements.
- Development and presentation of well-researched design deliverables, and detailed prototypes

## Recent 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 Facebook-sourced users by 4%.
- Designed initial wireframes and design specifications for a new feature expected to increase engagement and 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.
- Improved user confidence when logging food by simplifying the portion picker interface.

### UX Designer KnowRoaming Toronto - Spring 2014/Winter 2015

- Overhauled design and structure of iOS and Android apps to make it simpler, more informative, and correspond with common usage.
- Designed and built a sponsorship sign-up page from scratch using SASS, CoffeeScript and PHP.
- Organized semiweekly design meetings with all stakeholders to present 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 interface clarity.

## My Toolbox



Sketch



Photoshop



Framer



Origami



Balsamiq



JavaScript



Python



Swift



HTML



React



CSS

## Projects

### Chameleon Sept. 2016 - present

A hearing protection device that automatically adjusts its attenuation based on the loudness of the environment.

- Researched user needs to inform design, and establish 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 inputs and responses in a web-based quiz game.

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

### Colour Thermometer Winter 2015

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

### TAP Metronome Fall 2016

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

## 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

### Systems Design Engineering, BAsC

### University of Waterloo

*Cognitive Science Minor*