Adam Thompson

Product Designer - University of Waterloo

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Summary

- Experience in mobile and web UX/Product design since 2013.
- Research, development and prioritization of user & technological requirements.
- Development and presentation of well-researched design deliverables, and detailed prototypes
- Collaboratively creating solutions with designers, developers, and other stakeholders in a fast-paced environment.

Work Experience

Zynga Product Manager
Toronto - Spring 2016

- Performed background research, user analysis, and A/B testing as part of the design process for a new subscription model.
- Configured final tuning parameters and UX flow for a viral engagement feature which increased Facebook-feed app entry by 36%.
- Designed initial UX wireframes and design specifications for a new feature expected to increase Daily Active Users up to 10%.

Noom Product Designer
New York - Fall 2015

- Simplified a confusing interface without compromising functionality used test data to better understand users' mental model.
- Enhanced the food portion picker interface to improve user confidence when logging food items.
- Managed the early design process for Coach Dashboard in collaboration with all stakeholders.

KnowRoaming UX Designer
Toronto - Spring '14/ Winter '15

- Overhauled design and structure of the iOS and Android apps to make it simpler, and more informative.
- Improved the flow of the app to correspond with the 3 use-phases of the product.
- Initiated and oversaw the preliminary design of the new company homepage, and corporate portal.

Projects

Chameleon
Sept. 2016 - present

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

- Managed team priorities and coordinated development efforts.
- Researched user needs and requirements to inform design.

SMRT WATR
Spring 2015

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

- Designed in-game interface, and information architecture.
- Designed a mechanism to allow the servo motor to rotate the fountain jet.

TAP Metronome
Fall 2016

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

Colour Thermometer
Winter 2015

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

Clubs & Groups

UW/UX
Fall 2014 - Spring 2016

Vice President of the UW campus UX Club.

The Water Boys
Fall 2013 - Winter 2017

Soloist and lead baritone for the international finalist A Capella group.

Toolbox

Sketch | Photoshop | Balsamiq | Framer | Origami | HTML | CSS | jQuery | CoffeeScript | Swift

Education

University of Waterloo Systems Design Engineering - *B.ASc. - Cognitive Science Minor*