



# 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 in Toronto, ON*

- Designed the initial UX wireframes and feature specifications for a hand replay feature expected to increase Daily Active Users
- 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%
- Analyzed player demographics by monthly spend to better know the sources of revenue, and which players to target for new features

### Product Designer at Noom

*Fall 2015 in 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
- Prototyped and iterated interaction designs using Sketch, Framer JS, and Origami, and tested using Usability Hub and UserTesting.com
- Enhanced the food portion picker interface to improve user confidence when logging food items
- 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 in Toronto, ON*

- Designed and developed the KnowRoaming Athletes sign-up page using HTML5, CSS3, CoffeeScript and PHP
- Storyboarded, and animated an app intro video for the updated KnowRoaming app
- Designed and prototyped a retail stand for dispensing product boxes and displaying product information in retail stores.
- 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

## 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.

- Designed outer casing, and attenuator actuation mechanism
- Designed and built testing apparatus and developed test evaluation software
- Developed analog circuit to determine the perceived loudness at the ear
- 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

- Developed the web-app front-end, and a portion of the Python server
- Designed the game interface, and app architecture
- 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.

### 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 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



Framer



Origami



jQuery



HTML



Sketch



CoffeeScript



Python



Photoshop

3DS Max



Balsamiq

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