Adam Thompson

B.Asc. Systems Design Engineering - University of Waterloo

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Summary

- Experience in UX and Product design since 2013
- Developing and presenting design ideas backed by research, and following through with an implementation plan
- Collaborating solutions with designers, developers, and other stakeholders
- Researching, developing and prioritizing user & technological requirements
- Fluent in English and French

Work Experience

Product Manager (Poker) at Zynga   *Spring 2016 – Toronto, ON*

- Designed 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%

Product Designer at Noom   *Fall 2015 – New York City, NY*

- Leveraged user testing data 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
- Managed the early design process for the coach dashboard involving collaboration with all stakeholders to better understand product requirements
- Prototyped and iterated interaction designs using Sketch, Framer JS, and Origami, and tested using Usability Hub and UserTesting.com

UX Designer at KnowRoaming   *Spring 2014 & Winter 2015 – Toronto, ON*

- Redesigned both iOS and Android apps from the ground up—everything from the registration workflow, to the in app experience at home and abroad
- Lead weekly design meetings with all stakeholers to discuss design of the mobile apps and websites
- Designed and developed the KnowRoaming Athletes sign-up page using HTML5, CSS3, CoffeeScript and PHP

Projects

Chameleon   *Sept. 2016 - present*

A variable hearing protection device for periodically loud environments which continuously 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
- Developed device testing validation procedures and software

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

TAP Metronome   *Fall 2016*

A simple iOS metronome app with a minimal interface built for 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 finalist a cappella group

Toolbox

Balsamiq   Framer   Sketch   Origami   CoffeeScript   Python   Git   jQuery   Swift   PHP

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