Adam Thompson

UX Designer
University of Waterloo

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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 an ideas, backing them up with research, and following through with a plan for implementation
- Collaborating and brainstorming design solutions with a diverse team

Work Experience

Games 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
- Configured final tuning parameters and UX flow for a viral engagement feature which increased Facebook-feed app entry by 36%
- Performed background research, user analysis, and A/B testing as part of the design process for a new Subscriptions model

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
- 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
- Leveraged customer feedback to improve the flow of the app to better correspond with the main use-cases of the product
- Lead weekly design meetings with relevant stakeholders to discuss the experience and design of the mobile apps

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.

- Researched user needs and requirements to inform design
- Designed ear-cup and variable attenuation mechanism
- Developed device testing validation software script

SMRT WATR
Spring 2015

An interactive fountain with dynamically controlled water spouts 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

TAP Metronome
Fall 2016

A simple iOS metronome app with a minimal interface built with Swift 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.

Education

University of Waterloo,

BASc. Systems Design Engineering, Cognitive Science minor

Toolbox

Sketch   Photoshop   Framer   Origami   Balsamiq   Invision   HTML   Swift   Python   Logic

Clubs & Groups

The Water Boys
Fall 2013 to Winter 2017

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

UW/UX
Fall 2014 to Spring 2016

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