



Adam Thompson

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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
- Managed, analyzed, and reported on key metrics for various in-app experiments
- 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 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
- 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
- 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

- 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
- Lead weekly design meetings with relevant stakeholders to discuss the experience and design of the mobile apps
- Created, branded and optimized a core company service, now called ReachMe.
- Created 3D concept models of an automated sticker application device using AutoCAD and Inventor

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.

- Managed team priorities and coordinated collaboration efforts
- Designed outer casing, and attenuator actuation mechanism
- Designed and built testing apparatus and developed test evaluation software
- 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

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

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 semi-finalist a cappella group

Toolbox



Balsamiq



Framer



Sketch



Origami



Photoshop



CoffeeScript



Swift



Git



HTML



jQuery

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