



# Adam Thompson

adamthompson.ca

adam.thompson@uwaterloo.ca

Systems Design  
Engineering

226-972-2838

I'm a "big-picture" problem solver; always looking for the best solution to the right problem. I'm someone who will rise to a challenge and will get the job done. My engineering education, and skills in user-centred design, human-factors, and front-end development allow me to approach complex problems from a unique perspective, specifically when designing and researching at Noom, KnowRoaming, and Sony.

## Work Experience

### Product Manager (Poker) at Zynga

Spring 2016 in Toronto, ON

- Designed the initial user experience 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%
- Managed, analyzed, and reported on key metrics for various in-app experiments

### 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

- 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.
- Designed and prototyped a retail stand for dispensing product boxes and displaying product information in retail stores.
- 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

## 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

## Projects

### MADD.audio

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 volume of the environment.

- Team lead & project manager
- Developed and built a test apparatus and processing 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 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 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.

## Toolbox



Framer



Origami



Sketch



Balsamiq



HTML



Photoshop



CoffeeScript



jQuery



Python



PHP

## Education

### University of Waterloo,

BASc. Systems Design Engineering,  
Cognitive Science minor

## 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

Lead baritone for the premiere all-male a  
cappella group at UW