



# Adam Thompson

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B.ASc. Systems Design Engineering - University of Waterloo

## Summary

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

## Work Experience

### Zynga - Product Manager (Poker)

Spring 2016 – Toronto, ON

- Designed initial UX wireframes and feature specifications for a new feature expected to increase Daily Active Users up to 10%.
- Performed background research, user analysis, and A/B testing as part of the design process for a new subscription 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

### Noom - Product Designer

Fall 2015 – New York City, NY

- Leveraging user testing data, re-designed the meal-logging experience to better reflect the observed mental model of logging food, which improved clarity and speed of navigation.
- 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, and Origami, and tested using Usability Hub and UserTesting.com

### KnowRoaming - UX Designer

Spring 2014 & Winter 2015 – Toronto, ON

- Redesigned both iOS and Android apps from the ground up. Everything from the registration flow, to the in-app experience for all use cases.
- Designed and developed the KnowRoaming Athletes sign-up page using HTML5, CSS3, CoffeeScript and PHP.
- Lead weekly design meetings with all stakeholders to discuss design of the mobile apps and websites.

## Toolbox



Framer



Sketch



Origami



Balsamiq



Photoshop



CoffeeScript



HTML



Python



jQuery



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 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.

### The Water Boys

Fall 2013 to Winter 2017

Soloist and lead baritone for the international finalist A Cappella group.

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