Adam Thompson

Systems Design Engineering

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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.

Summary

- Over 1 year experience in UX and Product design
- Product Management expereince 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 imlementation
- Collaborating and brainstorming design solutions with designers, developers, operations, and marketing
- Diverse education in UX, software, electrical, and mechanical engineering

Work Experience

Product Manager at Zynga
Spring 2016 in Toronto, ON

- 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 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
- Initiated multidisciplinary collaboration with all stakeholders to better understand product requirements, and managed the early design process for the coach dashboard
- 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

Projects

Audity
Sept. 2016 - present

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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 in-game experience, architecture, and UI
- Designed the mechanism to allow the servo motor to rotate the fountain jet
- Developed the web-app front-end, and a portion of the Python server
- Designed and built the wood and plastic frame and water basin

Colour Thermometer
Winter 2015

A web app that represents the current temperature, weather conditions and time as an HSV colour.

Analog Single Note Guitar Tuner
August 2015

An analog circuit that uses a series of band-pass filters, and envelope detector, and rectifier to discern whether the high-E string is in tune.

Say No To Comic Sans
Spring 2013

A Chrome extension that scans a webpage for Comic Sans, and replaces it with Helvetica.

Arduino VU Meter
August 2013

An Arduino system that takes samples from a mono-audio channel and outputs the relative volume on an array of LEDs

Toolbox

Education
University of Waterloo

Product Designer,UX Designer,Product Manager 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.
- Leveraged customer feedback to iterate on the flow of the app to better correspond with the users' mental model of the 3 use-phases of the product.
- Initiated and oversaw the preliminary design of the new company homepage, and corporate portal
- Storyboarded, and animated an app intro video for the updated KnowRoaming app
- Designed and developed the KnowRoaming Athletes sign-up page using HTML5, CSS3, CoffeeScript and PHP.
- Started and lead weekly design meetings with developers, customer service, marketing and company leadership to discuss the experience of the mobile apps, consumer facing and corporate websites, and other relevant topics.
- Created, branded and optimized a core company service, now called ReachMe.
- Designed and prototyped a retail stand for dispensing product boxes and displaying product information in retail stores.
- Designed a new product package concept, reducing the box side by 50% by leveraging unique features of the KnowRoaming product.
- Created 3D concept models of an automated sticker application device using AutoCAD and Inventor

UX Designer,User Experience Designer at Sony
Fall 2013 in Waterloo, ON

- Lead the design and development for a new music-dicovery/radio feature in MediaGo.
- Developed the front-end for the new feature using HTML, SASS and jQuery
- Proposed a UI re-design of the entire MediaGo application, enhancing aesthetics, and ove user experience
- Designed promotional graphics and videos for MediaGo

STiC – Ski Tip Connector
Fall 2012

A mechanical device to allow instructors of disabled skiers to more easily control and guide their students.

- Designed the rod-and-ring mechanism to ensure the wearer's skis do not cross
- Designed and modelled the device body and built the initial prototype

Systems Design Engineering *with Cognitive Science Minor* University of Waterloo, Systems Design,
Mechatronics, Human Factors, User Interface,
- Class of 2017

- Cognitive Ergonomics *(SYDE 543)*   *Fall 2016*
  This course focuses on the role engineering psychology research plays in design of the information displays and devices associated with simple and complex cognitive tasks.
- Intro to Control Systems *(SYDE 352)*   *Winter 2016*
  Classical and state space representations of control systems. Stability, controllability, observability and sensitivity. Frequency domain behaviour, Bode plots, Nyquist stability criteria. Pole placement, PID, phase-lead and phase-lag controllers.
- User Centred Design *(SYDE 348)*   *Winter 2016*
  The focus in this coures was on human factors and usability methods and techniques that should be applied throughout the design process, including: function and task analysis, usability analysis, prototyping and evaluation, user interaction styles, interface design, user designing to guidelines and standards
- Engineering Design *(SYDE 361)*   *Spring 2015*
  In this class, we learned about the design process; from problem definition to ideation and prototyping. We practiced what we were learning with a term-long design project. Our team designed an interactive water fountain
- Circuits & Instrumentation *(SYDE 292)*   *Fall 2014*
  This course covered op-amps, analog filters and various transducers. We covered measurement and instrumentation devices, and hight, low and band-pass filters. My final project involved designing and building a single-note guitar tuner using an instrumentation amplifier, and a series of band-pass filters

Forest Heights Collegiate Institute