

Adam Thompson

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B.ASc. Systems Design Engineering - University of Waterloo

Summary

- Experience in mobile and web UX/Product design since 2013.
- Collaboratively creating solutions with designers, developers, and other stakeholders in a fast-paced environment.
- Development and presentation of well-researched design deliverables, and detailed prototypes
- Leveraging user testing and research findings to optimize designs in an iterative process.

Work Experience

Zynga - Product Manager (Poker)

Spring 2016 – Toronto, ON

- Designed initial UX wireframes and design specifications for a 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 multivariate tests.

Noom - Product Designer

Fall 2015 – New York City, NY

- Redesigned the meal-logging experience by leveraging user testing data, in order 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, inviting collaboration with all stakeholders to better understand product requirements.
- Prototyped and iterated interaction on 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.
- Lead weekly design meetings with all stakeholders to discuss design of the mobile apps and websites.
- Designed and developed the KnowRoaming athlete sponsorship sign-up form, and associated outreach emails.

Toolbox



Sketch



Photoshop



Illustrator



Balsamiq



Framer



Origami



HTML



JavaScript



Swift



After Effects

Education

University of Waterloo, B.ASc. Systems Design Engineering with Cognitive Science Minor

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 in Swift during Hack The North 2016.

Colour Thermometer

Winter 2015

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

Clubs & Groups

UW/UX

Fall 2014 - Spring 2016

Vice President of the UW campus UX Club.

The Water Boys

Fall 2013 - Winter 2017

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