



# 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 design 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

- 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.
- Prototyped and iterated interaction on designs using Sketch, Framer, and Origami, and tested using Usability Hub and UserTesting.com.
- 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.

### KnowRoaming - UX Designer

Spring 2014 & Winter 2015 – Toronto, ON

- Designed and developed the KnowRoaming Athletes sign-up page using HTML5, CSS3, CoffeeScript and PHP.
- 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 prototyped a retail stand for dispensing product boxes and displaying product information in retail stores.
- Initiated and oversaw the preliminary design of the new company homepage, and corporate portal.

## 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.

- Developed device testing validation procedures and software.
- Designed ear-cup and variable attenuation mechanism.
- Researched user needs and requirements to inform design.

### 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

- Developed the web-app front-end, and a portion of the Python server.
- Designed in-game interface, and information architecture.
- Designed a mechanism to allow the servo motor to rotate the fountain jet.

### TAP Metronome

Fall 2016

A simple iOS metronome app with a minimal interface built 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.

## Toolbox



## Education

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