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.

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
- Perfromed 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 Facebok 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 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

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.

Colour Thermometer
Winter 2015

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

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