Adam Thompson

Product Designer - University of Waterloo

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Summary

- Experience in mobile and web UX/Product design since 2013.
- Research, development and prioritization of user & technological requirements.
- Development and presentation of well-researched design deliverables, and detailed prototypes
- Collaboratively creating solutions with designers, developers, and other stakeholders in a fast-paced environment.

Recent Experience

Zynga Poker Product Manager
Toronto - Spring 2016

- Performed user research, competitor analysis and A/B testing as part of the design process for a new subscription model.
- Designed UX flow and configured final tuning parameters for a feature which increased daily Facebook-sourced users by 4%.
- Designed initial UX wireframes and design specifications for a new feature expected to increase Daily Active Users up to 10%.

Noom Product Designer
New York - Fall 2015

- Simplified the food logging interface without compromising functionality, using test data to better understand users' mental model.
- Improved user confidence when selecting food items by enhancing the portion picker interface.
- Managed the early design process for Coach Dashboard in collaboration with all stakeholders.

KnowRoaming UX Designer
Toronto - Spring 2014/Winter 2015

- Overhauled design and structure of the iOS and Android apps to make it simpler, and more informative.
- Improved the flow of the app to correspond with the 3 use-phases of the product.
- Initiated and oversaw the preliminary design of the new company homepage, and corporate portal.

Toolbox

Sketch   Photoshop   Framer   Origami   Balsamiq   JavaScript   Python

Projects

Chameleon
Sept. 2016 - present

A hearing protection device that automatically 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.

SMRT WATR
Spring 2015

An interactive IoT water fountain that reacts to player inputs and responses in a web-based quiz game.

- 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 Capella group.

Education

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