Adam Thompson

B.ASc. Systems Design Engineering - University of Waterloo

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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.
- Enhanced the food portion picker interface to improve user confidence when logging food items.
- Prototyped and iterated on interaction designs using Sketch, Framer, and Origami, and tested using Usability Hub and UserTesting.com
- 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

- 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 developed the KnowRoaming Athletes sign-up page using HTML5, CSS3, CoffeeScript and PHP.
- Lead weekly design meetings with all stakeholders to discuss design of the mobile apps and websites.

Projects

Chameleon Hearing
Sept. 2016 - May 2017

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
- Developed analog circuit to determine the perceived loudness at the ear

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 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

Sketch   Balsamiq   Framer   Photoshop   Illustrator   After Effects   InVision   HTML   jQuery   Python

Education

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