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 at Zynga
Spring 2016 in Toronto, ON

- Performed background research, user analysis, and A/B testing as part of the design process for a new Subscriptions model

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
- Initiated multidisciplinary collaboration with all stakeholders to better understand product requirements, and managed the early design process for the coach dashboard
- Enhanced the food portion picker interface to improve user confidence when logging food items
- Prototyped and iterated interaction designs using Sketch, Framer JS, and Origami, and tested using Usability Hub and UserTesting.com

Product Designer,UX Designer,Product Manager 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.
- Leveraged customer feedback to iterate on the flow of the app to better correspond with the users' mental model of the 3 use-phases of the product.
- Initiated and oversaw the preliminary design of the new company homepage, and corporate portal
- Storyboarded, and animated an app intro video for the updated KnowRoaming app
- Designed and developed the KnowRoaming Athletes sign-up page using HTML5, CSS3, CoffeeScript and PHP.

Summary

- Over 1 year experience in UX and Product design
- 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
- Diverse education in UX, software, electrical, and mechanical engineering

Projects

Audity
Sept. 2016 - present

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- Team lead & project manager

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
- Designed the mechanism to allow the servo motor to rotate the fountain jet
- Developed the web-app front-end, and a portion of the Python server
- Designed and built the wood and plastic frame and water basin

Colour Thermometer
Winter 2015

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

Toolbox

Sketch Photoshop Illustrator Balsamiq HTML 5 CSS 3 jQuery CoffeeScript AutoCad Inventor

Education

University of Waterloo, BASc Systems Design Engineering, Cognitive Science

Forest Heights Collegiate Institute, Ontario Secondary School Diploma, Extended French Certificate