

# MICHELLE POON-ALKEMA

## USER EXPERIENCE RESEARCHER

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## EXPERIENCE

### UX/UI Designer

#### Liquor Control Board of Ontario - LCBOnext

📅 May 2019 – August 2019    📍 Kitchener, Ontario

- Documented, designed, and developed new product concepts
- Created user-flows, wireframes, site maps, customer journey maps, and cluster diagrams
- Developed low-fidelity prototypes, conducted user-testing, and created high-fidelity mockups

### UX/UI Developer - Experiential Learning Application

#### Renison University College - Lusi Wong Library

📅 May 2019- August 2019    📍 Waterloo, Ontario

- Collaborated with the school librarian to design, develop, and install a digital kiosk exhibition
- Produced interactive learning content, web-based games, immersive graphics, and videos
- Reviewed code and assessed changes on Rension's website

### UX Researcher - Mental Health and Well-Being

#### The Brain and Mind Centre

📅 Feb 2018- July 2018    📍 Sydney, Australia

- Designed low-fi prototypes for user-testing using Figma & Invision
- Identified methods for maximizing resilience through gameplay with qualitative research using NVivo
- Analyzed user-testing results for MindMax and created new iterations to hand off to developers (Application Launched)

### Research Assistant - Human Computer Interactions

#### University of Waterloo - The Games Institute

📅 May 2016 - Current    📍 Waterloo, Ontario

- Assisted in financial planning research and financial gamification prototyping for Royal Bank of Canada
- Conducted ethnographic, thematic and critical discourse analysis based off professor's research (Paper Published)
- Contributed in Usability-testing, iterating and creating Speax (Application Launched)

## ADDITIONAL INFORMATION

I'm a creative person who loves working with others and appreciates all forms of art. I produced & directed the student production of Fiddler on the Roof (2014-2015) & The Music Man (2015-2016) collaborating with over 280 cast & crew members. I was also a Teaching Assistant for DAC204 (Fall 2017) and ENGL140R (Spring 2019) at the University of Waterloo. I am passionate about education through interactive immersion.

## AWARDS

UW Merit Scholarship  
Conrad Grebel PACS Award  
George E. Louise Schroeder Award  
UW International Experience Award

## EDUCATION

### M.DEI. in Digital Experience Innovation

#### University of Waterloo

📅 Sept 2018 – Aug 2019

### B.A. in Speech Communication, Peace and Conflict Studies, Digital Arts Communication Minor

#### University of Waterloo

📅 Sept 2014 – Aug 2018

## LANGUAGES

English - Native Proficiency  
Cantonese - Bilingual Proficiency  
Mandarin - Limited Working Proficiency  
French - Elementary Proficiency

## SKILLS

Sketch    Unity    InDesign  
OpenSCAD    Adobe Photoshop  
After Effect    Premiere Pro    Camtasia  
Adobe Illustrator    SketchUp    HTML  
C/    Figma    InVision    Overflow  
NVivo    Qualtrics    User Research  
Project Management    Google Analytics