

## SKILLS

UX, UI, product design  
Wireframing & Mock-ups  
Prototyping, physical & digital  
3D CAD Drawing  
Design Thinking & Methods  
Responsive Front-End Design  
Written & Oral Communication  
Fluent in French & English

## TOOLS & TECH

Photoshop, Illustrator  
Sketch, FramerJS  
Axure, InVision, UXPin  
SolidWorks, SketchUp  
HTML5, CSS3 (LESS/SASS)  
JavaScript & jQuery

## WORK EXPERIENCE

### UI/UX DESIGNER | Atomic Labs

SAN FRANCISCO, CA | May 2015 – present

- Developed interactive prototypes to simulate new features for mobile app trusted by over 1 million users
- Collaborated with marketing team to develop sites and enhance digital presence to increase user conversion
- Sketched, created wireframes and communicated with PMs & developers to create features for enterprise app
- Conducted and participated in usability tests aimed at optimizing onboarding experience for pre-launch app

### WEB DESIGNER | Roadmunk, Inc

TORONTO, ON | Aug. 2014 – Apr. 2015

- Prototyped UX through clickable mock-ups; administered usability testing to determine ideal workflows for users
- Implemented front-end of features for enterprise clients
- Improved onboarding experience that saw 75% increase in number of users completing primary objective of app
- Conceived set of promotional materials for distribution to investors following style guide principles

### ENGINEERING INTERN | Loblaw's eCommerce

TORONTO, ON | Jan. 2014 – Apr. 2014

- Ensured visual design and experience of eGrocery site followed style guide and wireframes
- Communicated issues for eGrocery and Joe Fresh sites to developers; defended importance of fixing specific issues rapidly due to their implications on usability
- Assisted with the design and preparation of weekly promotional materials for Joe Fresh eCommerce site

## PERSONAL PROJECTS

### DYSCALCULIA WATCH | Shad Valley

WATERLOO, ON | Jul. 2011

- Conceptualized a customizable watch, under a significant time constraint, to help improve the quality of life for children with mathematics learning disabilities
- Constructed mock-ups and sketches to display proposed user interface

### SUSTAINABLE DESIGN & ENGINEERING | RIT

ROCHESTER, NY | Jul. 2012

- Prototyped a more user-friendly toaster for users with arthritis and limited vision
- Conducted lifecycle analysis to propose more sustainable laptop design

# meghan yabsley

SYSTEMS DESIGN ENGINEERING

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## EDUCATION

### BASc CANDIDATE | Systems Design Engineering

UNIVERSITY OF WATERLOO | Sept. 2013 – present

- **Social Game Design**, Jan. 2015 – present  
Ideated, prototyped, designed rules and carried out user testing for game to enact social change
- **Arduino Piano**, Jul. 2014 – Aug. 2014  
Implemented hardware, including logic gates, to create piano keyboard using tactile buttons and interrupts
- **Urban Agriculture**, Sept. 2013 – Dec. 2013  
Applied iterative design process to develop product that satisfied user requirements; completed user testing
- **Relevant Courses**: Design, Systems & Society, Materials Chemistry, Human Factors in Design, Digital Systems Design, Introduction to Design, Data Structures & Algorithms

## VOLUNTEER EXPERIENCE

### FUTURE SCIENTISTS

TORONTO FRENCH SCHOOL | Jan. 2012 – Mar. 2013

- Founded and ran a science club to teach students about science & engineering and use of lab materials
- Adapted complex scientific terminology to vocabulary of students for them to better comprehend the lessons

## ACHIEVEMENTS

- President's Research Award, Jan. 2015
- Named to Engineering Dean's Honour List for 1A, 1B & 2A terms, Jun. 2015
- President's Scholarship of Distinction, Sept. 2013
- Recipient of Governor General's Academic Medal for the highest academic standing upon graduation, May 2013

## ACTIVITIES & INTERESTS

### RESEARCH ASSISTANT | Vision & Image Processing Lab

UNIVERSITY OF WATERLOO | Jan. 2015 – present

- Integrated and expanded algorithms for computerized lung cancer diagnosis and prognosis
- Tested algorithm on lung CT scans to determine accuracy and utility to clinicians

### MEMBER | WaterlUX

UNIVERSITY OF WATERLOO | Jul. 2014 – present

- Contacted knowledgeable professionals in UX, UI fields to encourage them to speak to students on campus
- Organized, promoted and attended workshops covering a variety of topics in UX, UI, product design

PHOTOGRAPHY

BAKING

TRAVELLING