

Education

University of Waterloo

Global Business and Digital Arts - Minor in Computer Science - 89% GPA - Expected graduation in May 2020

- Global Experience Award, awarded to students with good academic standing who studied abroad *2017*
- Upper Year Arts Student Scholarship, awarded on the basis of overall average *2016*

Relevant Assignment: Developer and Team Lead in Global Digital Project 1 (GBDA 301), Assignment 1 *2017*

Led a team of 3 using Agile methodologies and presented the final prototype developed with Adobe Illustrator, HTML and CSS to 53 peers receiving a grade of 98%.

Industry Experience

Application Developer Intern - Bell Canada *May 2019 - August 2019*

Created a QA process and documentation for internal tools used across Bell Canada. Conducted UX research and appropriately developed front-end improvements using ASP.NET Core, JS, CSS, and HTML to reduce the time help desk employees spend answering users' questions. Led team meetings to guide the progress of two Sprints.

UX Developer Intern - Trillium Health Partners *May 2018 - August 2018 | Continued part-time until April 2019*

Conducted a content audit for Care Connector to better execute user testing. Designed and presented requirements that improved efficiency of physicians' and nurses' daily workflow. Programmed and tested using Visual Studio Team Services, JS, Knockout, CSS, HTML, and C#. Temporarily led deliveries for a Sprint during a transition of management.

UX Specialist Intern - Trusted Clothes *June 2017 - August 2017*

Conducted usability research using Google Analytics to monitor user interactions before and after website updates. Ensured that the content aligned with the strategic goals and branding by redesigning the layout and user flow using Adobe Illustrator. Launched website 2.0 - 2.2 by using GitHub and successfully increased session duration by 8.1%.

Student UX Researcher - REAP (University of Waterloo) *September 2015 - December 2016*

Created journey maps, to better communicate an analysis of the experience in developing content for the Oculus Rift and Kinect in the Felt Lab. Outlined the best practices for virtual reality user interface design. Presented these findings at public Lunch and Learns and engaged audience in a card sorting workshop.

Other Experience

Teaching & Research

Undergraduate Research Assistantship (University of Waterloo) *September 2019 - Present*

Conducting HCI research studies with Dr. Edith Law's teachable robot research team to learn how to enhance student learning and engagement through surveys, questionnaires, one-on-one interviews, and through observation.

Undergraduate Teaching Assistant (University of Waterloo) *September 2018 - Present*

GBDA 303 - Data and Society, GBDA 201 - Digital Media Project 1, and GBDA 304 - Marketing in the Digital World

Volunteering

Admin - FFUW (Free Food University of Waterloo) *September 2015 - Present*

Improves the user experience of FFUW's social media (7,380 members in Facebook group) by regulating posts, approving student requests for sharing food and by organizing free food events on campus.

Mentor - Hack the North (University of Waterloo) *September 2019*

Helped hackers efficiently overcome UX and front-end development challenges by simplifying the problem.

Tools & Languages

Advanced: Adobe Illustrator and Photoshop, InVision, Balsamiq | Intermediate: SQL, HTML, CSS, Visual Studio, Confluence, JIRA | Proficient: Python, GitHub, WordPress, Racket, JavaScript, Knockout, C Sharp

Interests

Video gaming - Global Game Jam designer at Facebook APAC HQ <https://globalgamejam.org/2018/games/oh-no-my-transmission> | Conducted a Steam software case study <http://amy-gab.wixsite.com/steamux>