

M. AVERY B. SOULE

TOOLS

Inventor
Solidworks
Fusion 360
Sketch
Figma
Adobe Suite
Origami Studio
Final Cut

REPertoire

Design Thinking
User Research
Rapid Prototyping
Product Modelling · CAD
Eng. Drawings · GD&T
Machining & Fabrication
Wiring & Soldering
Usability Testing
Validated Learning
Retrospectives

CODE

Python
Matlab
C++
HTML/CSS
JavaScript

INTERESTS

Backpacking
Callisthenics
Climbing
Entrepreneurship
Wearables
Film creation

EDUCATION

Systems Design Engineering
Mechanics · Materials · Circuits
Class Sports Rep
2021

CONNECT

mabsoule.ca
mabsoule@uwaterloo.ca
403-973-5505

EXPERIENCE

Ontario Digital Service · Innovation Lab
Product Designer, Winter '19

Led a multidisciplinary team through 12 adapted Google Sprints to help redesign 3 major Ontario Government services by producing high fidelity mock-ups and defensible recommendations.

Facilitated 17 user research interviews and 26 usability testing sessions to create in-depth personas, user journey maps, and bring data to design and validation decisions.

General Motors · Innovation Lab
Innovation Specialist, Summer '18

Iteratively designed and usability tested General Motor's eBike "Getting Started" instructions, improving user's setup and configuration success rate by over 90%.

Led 5 design thinking workshops to spread a user-centred design approach and create new product concepts rooted in customer empathy.

Dynaplas
Prototyping Specialist, Winter '17

Created specialized parts using CAD, 3D printing, machining, and fabrication to increase overall design and manufacturing efficiency.

Created 3D models and 2D engineering drawings for in-house & external shop manufacturing.

Linamar · Skyjack
Project Manager, Fall '17

Managed daily team scrums, machine reviews, issue tracking, and product testing sessions to bring 3 new machines to market.

INITIATIVES

Electrify
Designer · Passion Project '16

Converted an internal combustion sports car into a road-legal electric vehicle as a personal garage project.

Redesigned powertrain, power-steering, brake, HVAC, refueling, electrical, and instrumentation systems.

Rhythm
Product Designer · Design Project '17

Utilized personas, market research, and iterative prototyping to design an Arduino-based product aimed to optimize user's circadian rhythms.

Blackbox
Designer & Developer · Design Project '18

Collaborated to develop an Arduino-based product that logs driver interactions for improved maintenance indicators & performance analysis.

Designed circuits & code to integrate an IMU sensor, LED display, and input controls, creating an operational demo product.