MELISSA THÉRIAULT UX RESEARCHER & DESIGNER

Montréal, QC, Canada
melmtheriault@gmail.com
438.862.6261

EXPERIENCE

Chimney AI, Product Designer (part-time), *Remote* — OCT 2020 - PRESENT
- Working in a cross-functional team to launch initial MVP of a personalized home searching platform.
- Designed and shipped search results page and property details page.
- Designed and prototyped an interactive map feature.
- Co-leading the first generative research mandate with the UX Researcher.

Tech3Lab, UX Researcher, *Montréal* — OCT 2019 - PRESENT
- Designed, coordinated, and led an experimental study with 40 participants to explore the relationship between serious games and learning outcomes in the context of teaching predictive analytics.
- Summarizing results in the form of a Master's thesis in collaboration with the ERPsimlab and SAS.

Electronic Arts, UX Researcher, *Montréal* — SEPT 2020 - DEC 2020
- Designed and led multiple quantitative and qualitative benchmarking research mandates and translated findings into design recommendations for upcoming mobile and AAA games.
- Collaborated with the Lead Staff Researcher and Front-End Engineer on the design, testing, and deployment of a web tool aimed to reduce the time internal researchers spend on analyzing and presenting data collected from benchmarking studies.

ConformIT, UX Researcher & Designer (Contract with HEC), *Montréal* — JAN 2020 – APR 2020
- Conducted a heuristics evaluation and usability tests and translated qualitative and quantitative findings into design recommendations for their safety auditing mobile app.

Element AI, Learning & Onboarding Program Coordinator, *Montréal* — OCT 2018 - OCT 2019
- Successfully designed a weeklong onboarding experience for new employees from various backgrounds and locations with a 90% satisfaction level.
- Led the onboarding for 200+ employees.
- Co-designed "AI Starter Packs" with Applied Research Scientists to teach beginners about AI.
- Launched an AI-powered learning tool platform companywide.

FlightHub, Learning & Organizational Development Coordinator, *Montréal* — SEPT 2017 - OCT 2018
- Designed the first French Service training program from the ground up, and successfully implemented for 2 cohorts (presentations, manuals, assessments, activities).
- Led trainings on reservation and ticketing systems, internal tools, and customer service.
- Oversaw a team of 10 trainers in Manila & Cebu, Philippines.

EDUCATION

HEC Montréal, M.Sc. User Experience in a Business Context — AUG 2019 – PRESENT
Scholarships: ERPsimlab scholarship recipient to fund my research at the Tech3lab.

McGill, B.A. Industrial Relations, Minor Communication Studies — AUG 2014 – MAY 2017

City University of Hong Kong, B.A. Communication & Media Studies — AUG 2015 – DEC 2015

SKILLS

Research
Competitive analysis
Surveys
Diary studies
User interviews
Usability testing
Heuristics evaluation
Cognitive walk-through
Information architecture
Task flows
Personas
Statistical analysis

Design
Sketching
Wireframing
Prototyping
Interaction design
User interface design
Illustration
HTML/CSS

TOOLS
Figma
Axure
Miro
Adobe Illustrator
Lookback.io
Optimalsort
Qualtrics
SurveyMonkey
Google Analytics
SPSS/SAS
Visual Studio Code
JIRA
Trello
Google suite
Microsoft suite

LANGUAGES
English
French
Taishanese (spoken)