

# MELISSA THÉRIAULT UX RESEARCHER & DESIGNER

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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 a 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 Consultant (Contract with HEC), *Montréal*

FEB 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  
Optimalsoft  
Qualtrics  
SurveyMonkey  
Google Analytics  
SPSS/SAS  
Visual Studio Code  
JIRA  
Trello  
Google suite  
Microsoft suite

## LANGUAGES

English  
French  
Taishanese (spoken)