

# Nicholas F. Sia

nicholasfsia@gmail.com

nicholasfsia.me

## EXPERIENCE

**Design Intern** | Shopify Inc., Waterloo Jan. '19 (Upcoming)

Designing Shopify Flow for Shopify Plus merchants to automate their business by offloading time-consuming and repetitive tasks.

**Product Designer** | Flashfood Inc., Toronto Jan. '18 – Present

Redesigned Flashfood grocery app (iOS and Android) by creating consistent, modular, and reusable user interfaces. Led extensive market analysis and UI design, leading to increased investments, partnerships, and also user retention by 10%.

**UX Designer** | FairVentures Lab, Kitchener May '17 – Aug. '17

Designed and prototyped a fin-tech Arabic mobile app to improve microinsurance distribution in Upper Egypt including research and implementation of Arabic localization.

**Web Developer** | AGF Investments Inc., Toronto Sept. '16 – Dec. '16

Increased average user engagement by 3x on investor survey result page through designing and implementing an interactive page.

**President** | UW/UX, Waterloo Sept. '17 – Present

Fostering the design community at the University of Waterloo by organizing events, alum chats, and workshops.

**Research Assistant** | UWaterloo, Waterloo Jan. '17 – Dec. '17

Conducted a pilot study with Prof. Carolyn Macgregor on the use cases and usability of the Microsoft HoloLens, also its cybersickness effects of prolonged use.

## PROJECT

**Eat In** Sept. '17 – Present

Conducted literature and user research to explore the barriers and drivers behind meal prepping and cooking at home. Designed and created user flows, wireframes, and an interactive digital prototype that facilitates cooking at home and meal prepping.

## TOOLS

Figma, Sketch

Framer, Principle, InVision

Photoshop, Illustrator, InDesign

Chatfuel, TextIt

HTML, CSS, JavaScript

## SKILLS

Design Sprints

Heuristic Evaluation

Conversational Design

Localization

Interview Research

Branding and Marketing Design

English, Indonesian, Dutch

## EDUCATION

**University of Waterloo**

B.ASc. Systems Design Eng.

2015-2020

**TU Delft**

B.ASc. Industrial Design Eng.

2018-2019 (Exchange)

## Relevant Courses

Human Factors in Design

Design, Systems, & Society

Strategic Product Innovation

Design Driven Innovation

Form and Experience

Consumer Behaviour

Food & Eating Design

## INTERESTS

Cooking, Running, CrossFit