

Nicholas F. Sia

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nicholasfsia.me

EXPERIENCE

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 and partnerships.

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.

Built and designed a retail chatbot prototype and conducted interview testing validating its desirability with customers, resulting in 58% promoters (NPS).

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.

ACTIVITIES

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 on the use cases and usability of the Microsoft HoloLens, also 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, InVision (Studio)
Photoshop, Illustrator, InDesign
Chatfuel, TextIt
HTML, CSS, React, JavaScript

SKILLS

Design Sprints
Design Systems
Heuristic Evaluation
Conversational Design
Localization
Interview Research
Branding

EDUCATION

Systems Design Engineering
University of Waterloo, 2015-2020
Industrial Design Engineering
TU Delft, 2018-2019

Relevant Courses

Human Factors in Design
Design, Systems, & Society
Strategic Product Innovation
Design Driven Innovation
Form and Experience
Consumer Behaviour
Food & Eating Design

INTEREST

Tennis, Running, CrossFit,
Cooking, Thrifting