Nicholas F. Sia

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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 – Jan. '19

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 faciliates cooking at home and meal prepping.

TOOLS

Figma, Sketch
Framer, Principle, InVision
Photoshop, Illustrator, InDesign
Chatfuel, TexIt
HTML, CSS, JavaScript

SKILLS

Design Sprints
Heuristic Evaluation
Conversational Design
Localization
Interview Research
Branding and Marketing Design
English, Indonesian

EDUCATION

University of Waterloo
B.ASc. Systems Design Engineering
2015-2020

TU Delft
B.Sc. Industrial Design Engineering
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