

# Nicholas F. Sia

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## EXPERIENCE

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

Redesigned Flashfood grocery app (iOS and Android) by creating consistent, modular, and reusable user interface. Led extensive market analysis and UI design. Flashfood gained partnerships and investments in the US due to the advancement of the new app.

**UX Designer** | FairVentures Lab, Kitchener July '17 – Nov. '17

Designed and prototyped an Arabic fin-tech 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 the customers, resulting in 58% promoters (NPS).

**Web Developer** | AGF Investments Inc., Toronto May '17 – Aug. '17

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 cybersickness, usability, and presence of the HoloLens.

## PROJECT

**Eat In** Sept. '17 – Present

Conducted literature and user research to explore the barriers and drivers behind meal prepping and cooking at home. Followed by designing and creating 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