Nicholas Ferdinando Sia

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TOOLS

Photoshop, Illustrator, InDesign
Figma, InVision
HTML/CSS, Javascript/jQuery
Google Analytics/Data Studio
C++, Python, Arduino
SolidWorks

SKILLS

Human Factors, User-centered design
Design sprints, Heuristic evaluation
Physical and digital prototyping
Responsive front-end design, Branding
Quantitative and qualitative analysis

EDUCATION

University of Waterloo, Systems Design
Engineering Class of 2020

Relevant Courses

Graphics Lab; Human Factors in Design;
Design, Systems & Society; Digital
Systems; Digital Computation; Data
Structures & Algorithms; Essentials of
Entrepreneurial Behaviour

Relevant Projects

BloomBox (Photosensor Piano)
No Smoke Stove

AWARDS AND ACHIEVEMENTS

- Awarded Dean's Honour List, 2015-
  2016
- Ranked 2nd in class, Oct. 2016
- Certificate of Distinction, CEMC
  Canadian Senior Math Competition,
  Nov. 2014
- First Place, Sudin Jakarta Utara
  National Research Competition, Social
  Science category, Apr. 2014

INTERESTS

Design, Tennis, Running, Culinary Arts,
Podcast

SUMMARY

- Knowledgeable in business and design thinking with user-centered approach
- Experienced in physical and digital prototyping
- Experienced with visual and physical design projects, involving direct client and
  user interactions
- Excellent in analytical skills such as quantitative and qualitative analysis, gained
  through research assistantships and participation in research competitions

EXPERIENCE

Creative Director | Nine Harvest, Mississauga, July 2016 – Present
- Collaborated with the founders to build the Nine Harvest brand identity as a
  socially responsible and sustainable cassava flour brand
- Managed the Nine Harvest brand identity in e-commerce and social media
  platforms by creating coherent print and digital designs

Web Developer | AGF Investments Inc., Toronto, Sept. 2016 – Dec. 2016
- Designed and developed an interactive and engaging investor survey result page
  using HTML, CSS, and JavaScript, increasing average user time on page by 3x
- Created and analyzed web reports using Google Analytics and Google Data
  Studio, to be used for marketing decision making by upper management

Freelance Graphic Designer | Various Clients, Sept. 2012 – Present
- Offered design consulting to address clients' objectives and their audience's
  needs, wants, and constraints
- Successfully completed 7 different design projects in logo, invitation, and poster

Research Assistant | Usability & Interactive Tech. Lab., Waterloo, Jan. 2017 - Present
- Developed the implementation of HoloLens for the data structure and algorithms
  course
- Conducted experiments on the design and validation of virtual trailblazing in an
  Augmented Reality (AR) environment

PROJECTS

UWaterloo Library Mobile Application Prototype, Nov. 2016 - Jan. 2016
- Researched on the behaviour of potential user population and using it as a
  reference in choosing specific mobile app features
- Created user flows, wireframes, and interactive digital prototype using Figma and
  InVision and used UWaterloo media style guide to incorporate UWaterloo brand
  and identity

Instagram Web Application Redesign, May 2016 - June 2016
- Implemented design sprints (heuristic evaluation, display/control compliance) to
  identify problems and recommendations in safety, performance, and preference,
  resulting in a more secure and intuitive web application
- Prototyped interfaces using Photoshop to showcase the advantages of the
  redesign