Patrick Tan

Junior UX Researcher

patricktandesign.com
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education

University of Toronto - Honours Bachelor of Science (2015-2019)

Major in Communication Technology   *Certificate* in Digital Communications
Minors in Computer Science, and Psychology

experience

FCB/SIX Toronto (Foote, Cone & Belding)
Junior Researcher / February 2020 - April 2020

Formulate market research and competitive analysis reports for BMW/MINI pitches, and present key findings to the Strategy team. Synthesize user research on OntarioTravel and create an actionable report outlining key findings and next steps for design and development. Work with strategy and account management on generative research for #MeToo, by creating and populating a database for user, company and social media queries.

Royal Bank of Canada
Design Researcher / May 2019 - August 2019

Recruit and schedule participants for interviews and testings. Facilitate usability testing for RBC's mobile/web app and conduct interviews for banking features such as MyRBC Guide, Needs Assessment Tool, Credit Card Application and Identity Verification. Incorporate and lead research work into an agile development, creating tasks and stories for bi-weekly sprints. Synthesize research into formal reports and present key findings to project leads and stakeholders.

University of Toronto
Teaching Assistant / September 2018 - January 2019

Teaching assistant for course Introduction to Web Programming. Lead in-class labs focusing on front-end development with small integration of backend (PHP/Ajax) and marked student assignments/projects.

Landscaper / September 2016 - May 2018

Landscape duties include planning out garden beds across the university campus, cleaning garden beds, planting flowers, maintaining gardens/hedges and pathway construction. Ground work duties were done in the fall/winter and included clearing garden beds for next season and snow removal across campus.

research & design

Data Analysis, Hypothesis Generation, Participant Recruitment, Card Sorting, Qualitative Research, Personas, A/B Testing, User Interviews, Focus Groups, Tree Testing, Survey Design, Co-creations, Presentation Decks, Prototyping, User Flows, Wireframes, Mockups, User Stories, Journey/Experience Mapping

tools

Git, Asana, Confluence, Miru, Axure RP, Cisco Webex, Usertesting, Optimal Workshop, Jira, Figma, Google Analytics, Airtable, Zoom, Recollective, Python, Agile Methodology

volunteering

Future of Innovation - Technology + Creativity, DEEP 2019 (OCAD), #a11yTO