

# Patrick Tan

User Experience Researcher

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## education

University of Toronto - Honours Bachelor of Science (2015-2020)

*Major* in Communication Technology

*Minors* in Computer Science, and Psychology

*Certificate* in Digital Communications

## experience

FCB/SIX Toronto (Foote, Cone & Belding)

*UX Strategist* / February 2020 - April 2020

Formulate market research and competitive analysis reports for BMW automotive pitches, and present key findings to the UX strategy team. Synthesize previous 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

Generative and evaluative research experience in personal and commercial banking. Work with market research firms to recruit participants and form various user research panels. Facilitate in-person usability testings for mobile/web applications and conduct both in-person and remote interviews for generative research purposes. 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 CCT391 - 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.

## research & design

Data, Analysis, Hypothesis Generation, Cognitive Walkthroughs, Participant Recruitment, Card Sorting, Qualitative Research, Personas, A/B Testing, User Interviews, Focus Groups, Tree Testing, Online Survey, Co-creations, Presentation Decks, Prototyping, User Flows, Wireframes, Mockups

## tools

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

## volunteering

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