

Patrick Tan

[linkedin.com/in/patrickmctan](https://www.linkedin.com/in/patrickmctan)

UX Researcher

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

- Conduct market research and formulate competitive analysis reports for BMW/MINI client pitches
- Translate findings into digestible reports for distribution to the strategy team including formal reports, decks, infographics, personas and journey/experience maps (Miro)
- Perform analysis on user interviews and create an actionable report outlining key findings and recommendations for OntarioTravel's website redesign
- Work with strategy and account management on generative research for #MeToo, by creating and populating a repository (AirTable) for user, company and social media queries

Royal Bank of Canada

Design Researcher / May 2019 - August 2019

- Work in a cross-functional agile environment, integrating research into other disciplines like design, development, product and business
- Work with product owners to ensure research aligns with design objectives and business needs
- Prepare and facilitate research projects with varying methodologies including usability testing (InVision, Optimal Workshop), interviews (Cisco Webex, Zoom, UserTesting.com), surveys (Survey Monkey) and workshops to uncover user needs
- Prepare recruiting screeners and manage participant recruitment for interviews and testings
- Synthesize research data into formal reports/decks and present key findings to stakeholders and project leads

University of Toronto

Teaching Assistant / September 2018 - January 2019

- Prepare and lead in-class labs, walking through various problems and in-class assignments
- Host open office hours to assist students with assignment questions, problems and course content

research & design

Data Analysis, Hypothesis Generation, Participant Recruitment, Card Sorting, Qualitative/Quantitative 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, Workshops, Contextual Inquiry, Heuristic Evaluations

tools

Git, Asana, Confluence, Miro, Axure RP, Cisco Webex, UserTesting, Optimal Workshop, Jira, Figma, Google Analytics, Airtable, Zoom, Recollective, Python, Agile Methodology (Scrum)