Patrick Tan

UX Researcher

linkedin.com/in/patrickmctan

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

Hack for LA - Civic Tech Volunteering
UX Researcher (Volunteer) / March 2021 - Present

FCB/SIX Toronto (Foote, Cone & Belding)
Junior Researcher (Contract) / 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 (Co-op) / 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, GitHub, Asana, Confluence, Miro, Axure RP, Cisco Webex, Usertesting.com, Optimal Workshop, Jira, Figma, Google Analytics, Airtable, Zoom, Recollective, Agile Methodology (Scrum, Kanban)