

William Metcalfe

UX / Product Designer

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williammetcalfe.ca

Biography

I am a UX/Product Designer creating seamless digital experiences through human-centred research and design.

Education

Wilfrid Laurier University

User Experience Design (2018 - 2023)

Bachelor of Design. Graduating Fall 2023.

Fanshawe College

Interactive Media Design (2016 - 2018)

Diploma in Interactive Media Design. Worked with multiple client projects through Fanshawe.

South Collegiate Institute

High School (2012 - 2016)

High school diploma. Graduated with Honours and Summa Cum Laude.

Skills

User Experience

User Testing
User Research
User Observation
A/B Testing
Card Sorting
Tree Testing
Information Architecture
Prototyping

Toolset

Adobe Creative Suite
UX / UI Design
Product Design
Figma / Sketch
InVision
HTML / CSS
Wordpress
Business Communication
Social Media

Experience

UX Designer

RBC (2023)

Concentrated on research-driven data to create secure and enhanced file sharing experiences for RBC employees, allowing them to connect with clients from all around the globe.

Lead UX Designer

Institute for Integrative Conservation (2022 - 2023)

Spearheaded our team's efforts to create a solution that bridges the gap between knowledge and action for conservationists. Created a tool that exhibits both collaboration and verification, allowing users to streamline their research process.

Product Designer

Peekapak (2021 - 2022)

Focused on human-centred design to help ship a multitude of products including the all-new Middle School curriculum. Improved the experiences of both teachers and students by leveraging myPeekaville, an online learning game backed by SEL initiatives.

Digital Designer

Smashing Pixels (2020 - 2021)

Created digital experiences to give life to emerging local brands by leveraging WordPress themes and utilities.

UX Researcher

March of Dimes Canada (2019)

Researched and created a user experience plan to further improve the online application process for March of Dimes Canada.

UI Designer

Trillium Gift of Life (2018)

Researched and designed a brand-new approach to organ donation, creating a benefits program to allow current organ donors to collect benefits using their donor cards. Crafted an impactful social media campaign to bring awareness to organ donation and push the new benefits program to gain sign-ups.