

Nick Sia ●

CONTACT

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nickfsia.com

TOOLS

Figma, Sketch, Adobe CC

Principle, Framer, InVision

SolidWorks, AutoCAD

HTML, CSS, JavaScript

Python, SQL, MATLAB

Numpy, Panda, Matplotlib

SKILLS

Design Sprint

User Research & Testing

Branding & Marketing Design

Internationalization & Localization

Data, Analytics, Statistical Analysis

Business Intelligence

English, Indonesian

EDUCATION

Systems Design Engineering

BASc, Distinction, 2020

University of Waterloo

Industrial Design Engineering

Exchange, 2019

TU Delft

Relevant Courses

Human Factors in Design

Design, Systems, & Society

Cognitive Ergonomics

User Centered Design Methods

Strategic Product Innovation

Design Driven Innovation

Consumer Behaviour

Optimization & Numerical Methods

INTERESTS

CrossFit, Tennis, Cooking, Cheese

EXPERIENCE

UI/UX Designer • The Indonesian National Agency for Disaster Countermeasure

Remote, May 2020 – July 2020

Led the end-to-end design of the official Indonesian COVID-19 app (iOS and Android). Designed for 200+M people with a focus on accessibility and low bandwidth network by leveraging data-driven design. Userbase grew by over 100% and PlayStore ratings increased from 3.5 to 4.1 under 3 months.

UX Design Intern • Edenspiekermann

Amsterdam, June 2019 – August 2019

Led the design of enrollment and access for Amsterdam Airport Schiphol facial recognition rollout. Planned and conducted user testings and pilot. The results secured millions of euros in contract.

Product Design Intern • Shopify

Waterloo, January 2019 – May 2019

Defined design components across Shopify Plus and utilized it to create a cohesive experience for large enterprise merchants to automate their businesses. Collaboratively designed a predictive grouping feature for the merchant's automation list.

Product Designer • Flashfood

Toronto, January 2018 – January 2019

Redesigned Flashfood grocery app by creating consistent, modular, and reusable UIs. Resulting in new investments, an increase in adoption from 10 to 400+ grocery stores, and a 10% increase in user retention. Reached #5 from #70 on the App Store of Food & Drink.

Restructured partner app's information architecture that caters to store employees' tasks. Increased their productivity by redesigning the posting items flow to be faster by 2x.

UX Designer • FairVentures Lab (Fairfax)

Kitchener, May 2017 – August 2017

Designed and prototyped a microinsurance selling app to improve microinsurance distribution in Egypt by researching and implementing Arabic localization.

Provided digital consulting for Fairfax's companies engaged in insurance, property, and hospitality.

EXTRACURRICULARS

President • UW/UX

Waterloo, September 2017 – April 2020

Fostered the design community at the University of Waterloo by organizing events, chats between students and alumni, and workshops. Collaborated with companies like Quora and Facebook.

Managed 10 leadership members and empowered them to lead initiatives.

Research Assistant • University of Waterloo (The Games Institute)

Waterloo, January 2017 – December 2019

Conducted a user study on the *Proteus Effect* in a serious game, including quantitative and qualitative data analysis. Conducted a study on the use cases, usability, and prolonged use of Microsoft HoloLens.