JASON BATTEN-CAREW

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Design Portfolio: https://jason.battencarew.com

Professional Profile

User experience design professional with an extensive background in games, philosophy and technology. Skilled at understanding and connecting with people. Passionate about storytelling and interactive design.

Work Experience

User Experience Researcher   **May 2020 - Present**

Innovation Canada, Innovator's Experience Branch

- Worked on an agile team designing and developing a platform used to connect businesses with government programs called the Business Benefits Finder

- Conducted numerous usabilities tests and surveys, assessed the data and created reports to find ways to improve the platform

- Championed accessibility, helping the team develop processes to incorporate web accessibility standards into the development cycle

- Worked closely with the product owner to collect feature requirements and create tickets for the developers to work on

Design Research Team Lead   **August 2019 - February 2020**

University of Toronto, Innovation Hub

- Led a team to improve the process of redesigning classrooms on campus, creating an optimized workflow for future designs to follow

- Gathered information from stakeholders within the university to understand project requirements, including conducting a journey mapping exercise

- Developed a project pitch document and interview guide for the project

- Coordinated interview scheduling between my team and research participants. Conducted and transcribed numerous interviews

Data Analyst   **May 2019 - August 2019**

University of Toronto, Innovation Hub

- Worked on a team to create a coding schema to organize and tag a wide variety of qualitative data, enabling the Innovation Hub to effectively utilize its qualitative research

- Analyzed 100+ interviews and input them into a functional database, ensuring each has proper metadata and tags

- Analyzed the data to find themes and produced a general report on what makes a student successful

User Experience Intern   **May 2019 - August 2019**

SnapTravel

- Worked on a team to improve the chatbot experience of a system that books hotel rooms

- Conducted a competitive analysis, researched best practices for chatbot design, and analyzed user data for areas of improvement in the design

- Ideated and prototyped solutions for how to improve the on-boarding and search flow of the chatbot

Specialist   **November 2016 - August 2018**

Apple Inc.

- Collaborated with peers to maintain a high quality customer service environment during high volume periods

- Developed interpersonal communication skills to support a culture which fosters growth and feedback

- Mentored peers and facilitated training modules

Education

University of Toronto   **September 2018 - April 2020**

Master of Information, User Experience Design & Human-Centred Data Science

- Trained in human-centred and lean/agile design processes
- Designed an app to help people connect with local businesses
- Gained experience collecting and analyzing usability research
- Worked with a local technology startup to redesign their website
- Gained experience analyzing information architecture and content auditing
- Studied a mobile, free-to-play video game through a number of practical and academic lenses
- Vice-President of Finance on the M.I. Student Council
- Volunteered as an ambassador for the campus startup incubator, the Hatchery

Carleton University   **September 2010 - April 2015**

Bachelor of Arts, Philosophy

- Trained in perception and interpretation-based philosophies
- Excelled in algebra, calculus and symbolic logic courses

Skills

- **Qualitative Research**: Conducted 20+ interviews, observational studies and usability tests, and analyzed hundreds of interview transcripts

- **Design Thinking**: Led a design research team, participated in multiple design projects and developed a design workshop

- **Prototyping**: Designed 5+ interfaces, have experience working with Sketch, Figma, InVision and Balsamiq

- **Teamwork**: Experience working in collaborative and feedback-focused environments, intent on creating an empathetic work environment

- **Data-Focused**: Focused on a data-driven approach to design and effective at grasping patterns through research data. Familiar with quantitative research methods and SPSS

Interests

- Understanding how data visualization can express a person's inner life

- Expanding our understanding of games as a narrative medium

- Understanding Japanese-style game design and multimedia

- Studying Japanese, with a lifelong commitment to becoming fluent in the language