

Jermaine Williams

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EDUCATION

- 2018 - Present **Post Graduate Certificate**, Interactive Media Management, Centennial College
- Focus on UX Design and Interactive Strategy
 - Developed skills in wireframing, user research, persona creation, user narratives, storytelling, design thinking, information architecture, digital and paper prototyping, and UX software, (Adobe XD, Figma, Optimal Workshop, Hotjar)
- 2013 - 2018 **Honours Bachelor of Arts with Distinction**, New Media, University of Toronto
- Major in New Media, Minor in Media Studies and Studio Art
 - Concentration on digital and visual media, digital culture, gaming theory and culture, alternative media, and media ethics

RELEVANT PROJECTS

- 2019 **Roomi**
- Course: Senior & Collaborative Project, Project Management II, Analytics, Business Strategy, Development Tools II – Interactive Media Management, Centennial College
- Researched the needs of students in a post-secondary metropolitan area to identify needs, pain points, and frustrations with their online experience finding housing
 - Applied research and testing findings, as well as design thinking and creative solutions, to wireframes, paper prototypes, information architecture, and content to create a functioning prototype that met users' needs
 - Developed business plan, including budget, timeline, roles, project phases, analytics plan, tech architecture plan, and extended promotions plan
- 2019 **Some Like it Burnt**
- Course: Interactive Narrative – Interactive Media Management, Centennial College
- Developed interactive narrative twine game with branching storyline, taking users through a playable online experience with six distinct endings
 - Used storytelling, interaction design, critical game theory, and usability heuristics to create an experience that was memorable and highly replayable
 - Produced personas and user narratives on how users would interact with the project as a whole, as well as key interactions in the game
- 2018 **User Narrative and Storytelling Assignment**
- Course: Interactive Strategy – Interactive Media Management, Centennial College
- Applied existing personas and added use cases, context, and storytelling to help generate design ideas, find pain points, identify acceptance criteria, and plan interaction design for our proposed interactive tool
 - Unified existing research on users, use cases, frustrations, and emotions when using the client's existing site to build solutions to interaction problems

- 2018 **Persona Creation Assignment**
Course: Interactive Strategy – Interactive Media Management, Centennial College
- Created three unique personas based on user research, interviews, and feedback of client’s existing web platform
 - Integrated goals, emotions, experiences, technology, social environment, and demographics into a character that would help our team meet interaction goals
- 2018 **Heuristic Review - Nuzzel**
Course: User Experience Design – Interactive Media Management, Centennial College
- Created heuristics report based on usability finding of the smart phone application “Nuzzel”
 - Evaluated the application on its ability to perform five basic user tasks, and provided a summary, key findings, and recommendations for improvements
- 2018 **Wireframing Assignment**
Course: User Experience Design – Interactive Media Management, Centennial College
- Designed wireframes for fictional company “Pyrojo,” highlighting and streamlining the use of core functions and key features used in the application and how they benefit users’ goals
 - Created wireframes to map our solutions and interactions, making sure they were clearly organized and made sense to the user using Sketch
- 2018 **Prototype Assignment**
Course: Intro to Graphics Applications – Interactive Media Management, Centennial College
- Produced a functional prototype for a redesigned smart light management application, using prototyping and graphics software including Sketch and Adobe Illustrator
 - Factored choices in user flow, narrative, and interaction design, addressing how users would most effectively reach and use key interactions
- 2018 **Design Thinking Assignment**
Course: Interactive Strategy – Interactive Media Management, Centennial College
- Employed design thinking, empathy, and user research to create solutions for features for an application for students to order food online
 - Identified existing pain points and frustrations based on users’ specific individual case- by-case needs, identifying patterns and points of abandonment
- 2018 **Centennial College Content Audit and Content Strategy**
Course: Content Planning – Interactive Media Management, Centennial College
- Audited content and information, assessing key sections of the school’s website for effectiveness based on usability heuristics
 - Proposed improvements, alongside a full strategy report of the site’s content and information architecture
- 2018 **Dating With the Stars - Game Advertising Assignment**
Course: Online Games and Virtual Worlds – Media Studies, University of Toronto
- Integrated media theory, and satire of fandom, celebrity culture and course concepts of in-game economy, premium content, and razor blade business model
 - Created promotional poster, in-game screenshots including user interface, imagery and copy, as well as accompanying paper

- 2018 **Code Switching or: How I Learned to Stop Worrying and Love Black English - Digital Video Creation-Based Research Plan and EDA Proposal**
 Course: Senior Seminar Media & Art – Media Studies, University of Toronto
- Defined a project using course material on the use of Black English, the tactic of code switching, how it is used as survival tactic, and during what contexts the use of each vernacular manifests itself
 - Proposed architectural and sound design, budget and timeline for a dual channel art installation project that created a surrounding video experience to teach audiences about members of the community and their experiences with the use of code switching
- 2018 **Kneelin NFL 18 - Twine Studio Project**
 Course: Senior Seminar Media & Art – Media Studies, University of Toronto
- Integrated course concepts of the power of interactivity in games, as well as values at play in digital games, to create an interactive narrative game that ran parallel with real world events
 - Used the complicit power of interactivity as well as game theory to teach players about a social movement, evoke empathy, and initiate understanding of the historical, current, and future context of the social movement
- 2016 **OS Nostalgia - New Media Senior Project**
 Course: New Media Senior Project – New Media, University of Toronto
- Developed a promotional website, video, and in-browser software preview surrounding a satirical operating system, building on concepts of the marketing of digital technologies, constructive discontent, planned obsolescence, and nostalgia
 - Combined video production, software development, art direction, and web development with critical theory to build an interactive experience that worked to generate and stir feelings of nostalgia in audiences

PERSONAL AND WORK EXPERIENCE

- May 2017 - Present **Designer/Web Administrator**
 Cambridge Shelter Corporation, Cambridge, ON
- Researched information on at-risk members of the community, and worked with program staff, partners, and members of the community, to manage a website that meets the varying needs of the public
 - Utilized various analytics and heatmap tools to measure success of interactions and key metrics
- Sept. 2018 - Dec 2018 **UX Designer / Content Strategist**
 APS Type 1 Foundation, Toronto, ON
- Surveyed and researched the very specific user needs and use cases of an ultra-rare disease website, working with patients, parents, doctors, and researchers to create user experience solutions that would benefit a specialized community, helping them more easily find lifesaving resources and information
 - Proposed content strategy for existing information to be more accessible to a audiences with varying scientific backgrounds

Sept. 2018 - Dec 2018

Art Director

Scarborough Fair Magazine, Toronto, ON

- Collaborated directly with Editor-In-Chief, Senior Editor, and Production Editor to create a visually pleasing, consistent, and memorable design experience, while meeting production deadlines in a timely manner
- Shot, styled, and edited all magazine photos and writer portraits based on issue #49's aesthetic theme, for use in print and on the web

PUBLICATIONS

Non-Peer Reviewed

Kneelin NFL 18*Conference Presentation*

Williams, J. (2018). Kneelin NFL 18. Third University of Toronto Annual Conference of the Digital Humanities Network

PROFESSIONAL ACTIVITIES

Memberships

2019 - Present

Toronto Region Computer Human Interaction (TorCHI)

2018 - Present

UX Research Collective

HONOURS

2016

Centennial College Dean's Award in Entrepreneurship and Innovation