



WAYNE LO

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profile

Wayne Lo is a BSc. graduate of Simon Fraser University's Interaction Design program in Vancouver, Canada. His strengths and specialties include concept generation, team-based problem solving, user-centered design, and ethnographic methodologies. Wayne enjoys environments that are fast paced and always strives to offer the best experience in the end product.

education

SIMON FRASER UNIVERSITY - BSc. Interaction Design Vancouver, 2003-2009

Cohort-based program focused on the interactions between humans and technology, with emphasis on teamwork, critical thinking and applied skills. Concentrated on developing processes to problem solving, design approaches and ethnographic research. These concepts and ideas are then presented in an effective manner through communication design.

italiaDESIGN FIELD SCHOOL - <http://www.sfu.ca/italiadesign/2007/> Italy, 2007

Selected as one of twelve students for the ongoing comprehensive study of Italy's culture that has allowed for constant innovation. Four months prior to the trip was spent understanding Italian history and research on Italian designers, and six weeks were in-field immersed in the culture, placing context to the findings of the research. During the field school, interviews with top designers were conducted, Tuscan Hill-towns were observed, and tours of Italian companies were given. The data was analyzed post-field school and documented on the italiaDesign website.

work experience

SAP BUSINESS OBJECTS - Interaction Designer Vancouver, 2009-Present

- Working on the SAP BusinessObjects business intelligence solutions, a suite of products that help businesses make decisions with data and analysis.
- Defining the user needs and product requirements with design methodologies including usability testing, contextual inquiry, workshops, and interviews.
- Collaborating with developers and product managers to design solutions through iterative process that create the best experience.

RESEARCH IN MOTION - User Experience Designer Associate Toronto, 2008

- Worked alongside the User Experience Design and Interaction Design team to improve upon existing BlackBerry smartphone products and developed new concepts for future mobile and desktop application software.
- Responsibilities consisted of conducting usability and developing user research, designing concepts, and presenting these works to teams and external clients.
- Notable projects include developing user research methods, packaging design, and creating mockups and wireframes for SAP's mobile Customer Relationship Management (CRM) application.



work experience (continued)

SIMON FRASER UNIVERSITY - Teaching Assistant

Vancouver, 2007

- Supported a third year design class on Interactive Objects & Environments, where students were pushed to develop their design approach and methods, and utilized the Arduino platform to create interactive prototypes.
- Attended class presentations to provide feedback, as well as provided resources for the students.
- Students who completed the course have refined design methodologies and analysis.

selected projects

<http://www.waynefro.com/projects/>

LIVING CONNECTION - User Needs Study

<http://www.waynefro.com/livingconnection/>

- context
- In a team of four, developed a solution for a target audience over the course of a semester.
 - Utilized in-situ design methods such as cultural probes, personas, and informances resulting in a clear understanding of the target audience's core values and needs.
 - The concept was developed and refined through an iterative process, with participatory design workshops and video scenarios to drive the process further.
- result
- An integrated communications system between family members who are "on-the-go," with a user-friendly interface.

Mr. MAGIC TABLE - Interactive Toy Development

<http://www.waynefro.com/magictable/>

- context
- Briefed to design and prototype a toy, the team of six found that kids could develop their own meaning in a space or object, an example being kids playing underneath a table.
 - With an analogue approach in brainstorming and process, prototyped a table with minimal technology, and provided a space for kids to play, create, and foster their imagination.
- result
- A table with writeable surface, detachable large roll of paper, and ambient mood lights that provide a child with an environment to play with their imagination and inspire their creativity within. The project was displayed at the annual Simon Fraser University (SFU)'s Open House.

SQUISITO FAMILY - Alessi Brandscape

<http://www.waynefro.com/alessi/>

- context
- Large-scale team project involved in designing concepts for an interactive product and brandscape for the Italian product company Alessi.
 - Extensive brand research allowed the team to understand the brand history and language while utilizing information models and journey framework.
- result
- Conceptualized a new product line called "Squisito," a garbage can set that emphasizes on the notion of family, and plays on feeding the Squisito and watch them grow. The project was showcased at the SFU Employer Open House, where they were presented to the public.

technical summary

Visualize

- Photoshop
- Illustrator
- Flash

Present

- InDesign
- Keynote
- Powerpoint

Move

- Premiere
- AfterEffects
- Final Cut

Click

- Dreamweaver
- CSS, HTML

references

Available upon request.