

AMY DEBBANÉ

agdebbane@gmail.com · amydebbaneportfolio.github.io

Experience

UX Researcher | Arctic Wolf Networks

November 2021 - Present

- **Led the first early access research program** with mid-large enterprise customers over the course of 6 months to understand new customer-facing **portal usage and needs** and **customer churn**
- Recruited, conducted, transcribed, and **analyzed interviews with 50+** external and internal participants to improve workflow efficiencies for our Security Services triage and investigations
- **Trained and advised** Product Managers, UX Designers and UX Co-op students on how to run their own studies by running workshops, individual mentoring sessions, and documenting my research processes and methodologies for **championing UX best practices across our organization**
- Conducted technical interviews for our UX team members to help **strategically grow our team**

Human-Computer Interaction Researcher | University of Waterloo

September 2019 - April 2020 | September 2020 – January 2021

- Led and conducted **foundational to evaluative studies** for the lab's Learning-by-Teaching platform
- Designed **platform requirements** and developed prototypes based on initial research findings
- Received ethics board approval and participant remuneration to run user interviews, prototype validation, and usability studies with over 40 participants for **iterative feature improvement**
- Conducted HCI pilot studies with Dr. Edith Law's [teachable robot research](#) and contributed to the Learning and Teaching with **Conversational Agents** [CHI 2020 workshop paper](#)

UX Research Intern | Google, Stadia

May 2020 - August 2020

- Designed and conducted a research study and received a **Spot Bonus** for delivering foundational insights which **helped ensure the right products** were being built for Stadia's publishers
- Provided stakeholders with a pricing certification literature review impacting a PM's **Product Requirements Document and pod review**
- **Created and led** the 2020 UX Intern Meetup to provide an online space for UX Engineers, Designers, Writers, and Researchers to share a variety of experiences with each other on how to increase our impact over a short period of time and improve skills that **support teams' objectives**

Application Developer Intern | Bell Canada, Bell Business Markets

May 2019 - August 2019

- Created a **QA process** and documentation for internal tools used across Bell Canada
- **Reduced time help desk spent** answering users' questions by appropriately developing front-end improvements for French and English users using ASP.NET Core, JS, CSS, and HTML
- **Led team meetings** and took meeting minutes successfully over two Sprints

UX Developer | Trillium Health Partners

May 2018 - August 2018 (intern) | Continued part-time until April 2019

- Led Care Connector's **UX refresh** and **ran UX workshops** at the Institute for Better Health
- Ran a content audit and created a test suite to better execute user testing and quality assurance
- Designed and presented requirement documents that **improved the efficiency of physicians' and nurses' daily workflow** based on field study data
- Programmed and tested using Visual Studio Team Services, JS, Knockout, CSS, HTML, and C#
- **Led team's deliverables, refined backlog, and Go Live plan** during a transition of management

UX Specialist Intern | Trusted Clothes

June 2017 - August 2017

- Leveraged **Google Analytics** to monitor user interactions before and after website updates
- Redesigned layouts and user flows using Adobe Illustrator to align with the new branding
- Launched website 2.0 - 2.2 via GitHub and successfully **increased session duration by 8.1%**

Skills

Research

Field Studies
User Interviews
Surveys
Usability Testing
Journey Mapping
A/B Testing
Prototyping / Wireframes
Participatory Design
Thematic Analysis (NVivo)
Critical Decision Method
Situation Awareness

Product

Product Requirements
Business Requirements
Go Live Plan Documentation
Information Architecture
User Interface Design
(Figma, InVision, Illustrator)
User Stories
Content Audit Review

Development

Python / C#
Django / ASP.NET MVC
HTML / CSS / JavaScript
SQL
GitHub
Confluence / JIRA
Visual Studio Team Services

Languages

English / Spanish / French

Education

University of Waterloo

Master of Math in Computer Science, 95% *December 2021*
Research Lab: [Waterloo HCI](#)
Graduate Excellence Award in Computer Science *2020*

Bachelor of Global Business and Digital Arts, Minor in Computer Science, 90% *April 2020*
Upper Year Arts Student Scholarship *2016*

Global Experience Award *2017*
Exchange University: **National University of Singapore** *2018*

UX Researcher | Research Entrepreneurs Accelerating Prosperity

September 2015 – December 2016

- Created **journey maps**, to better communicate an analysis of the experience in developing content for the Oculus Rift and Kinect
- Outlined the **best practices** for virtual reality user interface design, presented these findings at public Lunch and Learns, and **engaged audience** in a card sorting **workshop**

Leadership & Community Involvement

Content Lead at GamesUR Summit NA | IGDA Games Research and User Experience SIG

September 2021 - Present

- Responsible for the summit theme, submissions and revision process and led a team of 2 other content assistants and 14 content reviewers to create an informative and fun program for the 2022 and 2023 [#gamesUR Summit NA](#)

Teaching Assistant | University of Waterloo

September 2018 - April 2020 | January 2021 - Present

- Responsible for creating rubrics, teaching tutorials, and marking students' assignments, presentations, and exams accordingly
- Lead and **advised 7 upper year and graduate student projects** for CS 649 - Human-Computer Interaction
- Teaching Assistant for: GBDA303: **Data and Society**, GBDA201: **Digital Media Project 1**, GBDA304: **Marketing in the Digital World**, CS430: **Applications in Software Engineering**, CS649: **Human-Computer Interaction**, and COM431: **Project Management**

Admin | FFUW (Free Food University of Waterloo)

September 2015 - April 2020

- Improved the user experience of FFUW's social media (**7,380 members** in Facebook group) by regulating posts, approving student requests for sharing food and by organizing free food events on campus

Mentor | Hack the North

September 2019

- **Advised** hackers on how to **efficiently overcome** UX and front-end development challenges by simplifying the problem

Hackathon Organizer | WearHacks

September 2016 - April 2017

- **Built positive sponsorship relationships** during and prior to the event through effective written and oral communication skills and successfully found mentors such as a Nokia Sales Engineer
- Led and organized hacker experience events such as the spicy ramen programming challenge
- Leveraged social media marketing which resulted in **receiving twice as many applications** than the venue capacity

Projects

Cognitive Engineering with the Royal Canadian Air Force

February 2021 - April 2021

- Used cognitive engineering methods to uncover **aircrew decision-making** processes in appropriately recognizing and effectively responding to a **hypoxic event**
- Collaborated with the Canadian Forces School of Survival and Aeromedical Training (CFSSAT) to collect data during their Aeromedical Training (AMT) Flight Reduced Oxygen Breathing Device (ROBD) Simulation Training

Video Gaming

- Global Game Jam designer at **Facebook APAC HQ** <https://globalgamejam.org/2018/games/oh-no-my-transmission> January 2018
- Conducted a **Steam** software case study <http://amy-gab.wixsite.com/steamux> December 2015

Management Information Systems Teaching Material

January 2019 - March 2019

- Developed a website displaying infographics and quizzes to teach **CPU fundamentals**, **SQL joins**, **the TCP/IP model**, and an introduction to encryption to students with non-STEM backgrounds: <https://cs330-gbda.github.io>