

Pamela Ong

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Experience

Jumping Elephants, Ottawa, ON

UX Research & Design Consultant | Jul 2021 – Present

- Conducted user interviews to understand the needs and challenges of Indigenous-owned and women-owned businesses in trade. Developed personas and journey maps to foster empathy and provided recommendations to improve the website and its services (TCS)
- Facilitated user interviews, design thinking workshops and usability testing in order to build a platform where government scientists and Canadian citizens can collaborate on science initiatives (Health Canada)
- Recruited, screened and compensated participants for usability testing of prototypes in order to iterate and validate components of the design

Slice Labs Inc., Ottawa, ON

UX Designer (Co-op) | Jan 2020 – Apr 2020

- Planned a timeline and designed research materials for a longitudinal mixed methods study to validate product designs for a client (B2B, SaaS)
- Prototyped high-fidelity wireframes to iterate and validate product designs using moderated usability testing
- Presented findings extracted from exploratory qualitative research on the current SMB and gig economy to understand users’ needs and surface opportunities for future products

Jumping Elephants, Ottawa, ON

UX Research & Design Consultant | Sept 2019 – Apr 2019

UX Intern | May 2019 – Aug 2019

- Performed a variety of user research and design activities to provide user-centered feedback that also met the needs of various federal clients
- Synthesized qualitative findings into a report that provided actionable recommendations to support and empower vulnerable workers to stand up for their rights in the workplace and mitigate future labour issues (ESDC)
- Developed insight artifacts (e.g., personas, journey maps) that communicated user behavior to help inform design decisions (OCIEC)

Projects

Carleton University - Institute of Cognitive Science

Student Researcher | Sept 2020 – Apr 2021

- Articulated research questions and defined hypotheses by conducting a review of the current literature on the psychology of privacy risk perception
- Collaboratively designed an online survey (quantitative) to understand privacy risk perceptions surrounding the use of AI chatbot doctors
- Implemented knowledge of mental models and cognitive biases in order to reduce potential confounding variables

Education

Bachelor of Cognitive Science

Carleton University | Sept 2016 - Apr 2021

Specialization in Psychology and Cognition

Minor in Archaeology

Certifications

Hmnty Cntrd Masterclass

Vivianne Castillo | Feb 2021

UX-PM Level 3: Leading UX

UX Alliance | Dec 2019

UX-PM Level 2: Executing UX

UX Alliance | Nov 2019

TCPS 2: Ethical Conduct for Research Involving Humans

Panel on Research Ethics | Jan 2019

DELF B1 (French)

Ministère de l'Éducation Nationale | Jul 2016

Skills & Tools

UX RESEARCH

Usability Testing	Personas
User Interviews	Journey Mapping
Surveys	Heuristic Evaluation
Literature review	Competitor analysis
Statistics	Mixed Methods

UX DESIGN

Wireframing	Service Design
Prototyping	Product Design
Storyboarding	Design Thinking

TOOLS

SPSS	Figma
Qualtrics	Sketch
Validately	Microsoft Office
InVision	Adobe Premiere Pro

Volunteer Experience

Pinoys on Parliament Conference

Workshop Facilitator | Feb 2021

- Conducted a remote design thinking workshop (using Miro) to solve a real-world problem for Filipino Canadian Youth