

Stefan Gutnick Allen, MSc.

User Experience Research and Design

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EXPERIENCE

Intact Financial Corporation, Montréal, Canada — UX Consultant

August 2018 - August 2019

- **Added Value research** - Planned and conducted interviews with customers to discover opportunities to deliver additional value. Led to a hackathon developing the most promising features.
- **Billing Research and Redesign** - Designed the new billing system for millions of Canadian customers. Project involved several rounds of usability testing, both remote and in-person, card sorting, web analytics, A/B testing and high fidelity prototyping.
- **Other projects** - Various improvements to desktop and mobile websites, iOS and Android applications for Intact and subsidiaries.

Jonar, Montréal, Canada — UX/UI Designer

July 2016 - August 2018

- **ParagonERP** - Research and design for an Enterprise SaaS. Project included wireframing, usability testing, data visualization, card sorting, web analytics and more.
- **Website redesign** - Redesigned website based on A/B testing and UX heuristics, increasing usability and lead generation.
- **Other projects** - Designed online banner ads, contributed to marketing campaigns, improved purchasing flow, and implemented a focus on user-centered design.

International Telecommunication Union, Geneva, Switzerland - Interpretation Coordinator Intern

February 2016 - July 2016

- Scheduled interpretation needs for international conferences.

EDUCATION

University of York, York, UK — Master of Science

September 2019 - September 2020

- MSc in Human Centered Interactive Technologies
- **Thesis: Designing frictions to regulate mindless browsing** - Research and user-centered design of novel approaches to regulating passive consumption of online content.

McGill University, Montréal, Canada — Bachelor of Arts

September 2012 - August 2015

- Major in Psychology, Minor in Economics

SKILLS

Qualitative research methods:

Usability testing, user interviews, card sorting, focus groups, thematic analysis, contextual inquiry, personas and scenarios.

Quantitative research methods:

Web analytics, A/B testing, statistical analysis.

Design: User-Centered Design, Wireframing, storyboarding, Sketch, Figma, Adobe suite, end-to-end design.

Programming languages: Basic proficiency in Python, C, Javascript, R, HTML and CSS

OTHER ACADEMIC PROJECTS

Effect of 'loot box' warning labels on parents perceptions of video games - Designed and completed an empirical survey, performed statistical analysis with R.

User-centered design of a campus navigation app - Conducted user interviews, prototyping, heuristic evaluation, usability evaluation.

LANGUAGES

English

Fluent - Mother Tongue

French

Fluent - Second Language

Spanish

Conversational