

William Metcalfe

UX & Product Designer

design@williammetcalfe.ca

williammetcalfe.ca

Biography

I am a UX & Product Designer creating seamless digital experiences through human-centred research and design.

Education

Wilfrid Laurier University

User Experience Design (2018 - 2023)

Honours Bachelor of Design. Received third place Scotiabank Capstone Design award.

Fanshawe College

Interactive Media Design (2016 - 2018)

Diploma in Interactive Media Design. Worked with multiple client projects through Fanshawe.

South Collegiate Institute

High School (2012 - 2016)

High school diploma. Graduated with Honours and Summa Cum Laude.

Skills

User Experience

User Testing
User Research
User Observation
A/B Testing
Card Sorting
Tree Testing
Information Architecture
Prototyping

Toolset

Adobe Creative Suite
UX / UI Design
Product Design
Figma / Sketch
Photo & Video
HTML / CSS
Wordpress
Social Media

Experience

UX Designer

RBC (2023)

Concentrated on research-driven data to create an all-new SharePoint website focused on providing secure file sharing experiences. Managed and maintained digital assets including both photo & video.

Lead UX Designer

Institute for Integrative Conservation (2022 - 2023)

Spearheaded our team's efforts to create a solution that bridges the gap between knowledge and action for conservationists. Created a tool that exhibits both collaboration and verification, allowing users to streamline their research process.

Product Designer

Peekapak (2021 - 2022)

Focused on human-centred design to help ship a multitude of products including the all-new Middle School curriculum. Complete overhaul of website including the creation of all-new UI & Social Media Kits.

Digital Designer

Smashing Pixels (2020 - 2021)

Managed web-based projects for emerging brands. Created both photo & video assets.

UX Researcher

March of Dimes Canada (2019)

Researched and created a user experience plan to further improve the online application process for March of Dimes Canada.

UI & Graphic Designer

Trillium Gift of Life (2017 - 2018)

Researched and designed a brand-new approach to organ donation, creating a benefits program to allow current organ donors to collect benefits using their donor cards. Crafted an impactful social media campaign to bring awareness to organ donation and push the new benefits program to gain sign-ups.