

Chantal Vaillancourt

UX Researcher | Toronto, ON

PORTFOLIO

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CONTACT

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EDUCATION

Wilfrid Laurier University |

Honours BDes in UX Design

September 2019–April 2024

- 11.63/12 GPA
- Psychology Minor
- Game Design and Development Specialization
- Co-Op Option

AWARDS

Wilfrid Laurier University 2023 Co-Op Student of the Year

March 2024

- Selected from **30 university-wide nominations** for work at Simplii Financial

CIBC Exceptional Student Award (x2)

Summer 2022 and Summer 2023

- For exceptional Co-Op work at Simplii Financial

Scotiabank User Experience Design Scholarship

2020, 2021, and 2023

WORK EXPERIENCE

Junior UX Designer Co-Op | Simplii Financial

May 2022–August 2023, Toronto, ON

- Assisted in conducting **6+ moderated and unmoderated client user research projects** on a product team that resulted in numerous design and project changes.
- Led an internal **usability test with 10 company employees** to determine pain points and propose design changes for the UX Research team's internal repository.
- Produced and presented pitches in a team to company executives in **two Simplii Co-Op case competitions**.

MAJOR PROJECTS

Simplii Superbowl Offer Usability Test | Simplii Financial

December 2022, Remote Study

- Planned an **evaluative** discussion guide and conducted **3 moderated interviews**.
- Analyzed results utilizing **qualitative coding** methodologies.
- **Identified key usability issues** and provided suggestions for areas of focus to improve.

Internal Resource Repository | Department of Fisheries and Oceans of Canada

September 2023–April 2024, In-Class

- Conducted **3 generative and evaluative UX studies** on Microsoft Teams and Maze.
- Conducted **4 moderated interviews** that informed design changes.
- Conducted a **card sort** and analyzed data to inform Information Architecture decisions.

TOOLS AND SKILLS

UX Research Tools

User Interviews

Feedback Loop

Maze

Figma

FigJam

UX Research Skills

Formative Testing

Summative Testing

Moderated Testing

Remote Testing

Unmoderated Testing

Study Analysis Skills

Qualitative Coding

Affinity Mapping

Journey Mapping

Service Blueprinting

Persona Creation

Project Management

Jira

Confluence

Microsoft Sharepoint

Microsoft Forms