Chantal Vaillancourt

UX Researcher │ Toronto, ON

CONTACT

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EDUCATION

Wilfrid Laurier University │ Honours BDes in UX Design

September 2019–Present

- 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 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

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.

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.

TOOLS AND SKILLS

User Research Tools	User Research Skills	Project Management
Qualitative Coding	Usability Testing	Jira
Feedback Loop	Generative Testing	Confluence
User Interviews	Qualitative Data Analysis	Microsoft Office Suite
Maze	Quantitative Data Analysis	Microsoft Teams