Arthur Abia

Montréal, QC, Canada
438-528-5556 | mail@abia.io | Portfolio : abia.io

EXPERIENCE

UX Researcher
Desjardins   **July 2022 - Aujourd'hui, Montréal, Canada**
•Owner of the UX Research needs of the omnicanal transformation program for the digital strategy of Desjardins
•Assisting various multidisciplinary teams for conducting user research related projects

UX Researcher
LANDR   **November 2021- July 2022, Montréal, Canada**
•Managed the entirety of the User Experience Research effort within the different services of LANDR as a "one-man army"
•Established best practices for interviewing and surveying users and prospects alike, planning objectives with stakeholders, creating surveys, conducting interviews, analyzing the feedback, and producing actionable deliverables.
•Evangelized and share research insights across the whole company for more systematic use of User Research methodology

User Researcher Analyst
Ubisoft   **November 2020- November 2021, Montréal, Canada**
•Responsible for leading the user research effort on For Honor, including the newest additions to the game as well as the monitoring of ongoing live game experience via surveys, user interviews, and playtests.
•Designed user research methods, from protocol creation, and playtest participation to data analysis and presentation to production teams.
•Consolidated in a short amount of time deep knowledge of game user research and game development principles

UX Designer
Total Digital   **July 2020 - November 2020, Paris, France**
•Assisted Total Energies over 6 months within their French Digital Factory to design a MVP for managing French biggest biorefinery: validated user needs, created hi-fi wireframes, and conducted conclusive user tests with final users

UX Researcher
Lyf   **November 2018 - April 2020, Paris, France**
•Owner of the research process, explored business needs through methodologies in multiple projects with product teams: moderated user testing, competitive analysis, guerilla testing, ethnography, workshops, and personas.
•Coordinated the application redesign via mixed methods, and advocated for better research processes and an improvement in the overall research processes, through internal conferences and shared findings.

UX Remote Researcher
Testapic   **September 2017 - November 2018, Paris, France**
•Worked in a remote-first environment, with 25+ companies, start-ups, and international brands, to intervene in User Experience research projects, from protocol writing to recommendations delivery.
•Organized 40+ remote user testing sessions, analyzed 1500+ users feedback and shared videos, findings, and actionable recommendations

PROJECTS

Published my Masters' thesis, presented at an International Conference
•Performed testing sessions on 20+ participants and presented the paper to the International Ergonomics Association at Florence.
Developed an Android game as a side-project
•"Solo-developed" the mobile puzzle game "s o l v e o" using Godot, an open-source game engine developer and conducted playtests.

SKILLS

Qualitative: Interviews, Focus Groups, Usability Study, User Test, Playtest, Contextual Enquiry, Field Study, Think aloud, Ethnography
Quantitative: Surveys, Card Sorting, Unmoderated User Testing, Analytics (Google), Qualtrics, Typeform, Wordstat,
Design: Competitive Analysis, Personas, Heuristic Evaluation, Prototyping : Figma, Marvel, Maze
Technologies & Tools: HTML, CSS, Javascript, React, Office Suite, Jira, Confluence, Notion, Optimal Workshop, Godot

EDUCATION

Masters in Ergonomics, Human-Computer Interaction (HCI), and Cognitive Psychology
Université Jean Jaurès • Toulouse, France • 2017
Bachelor of Psychology
Université de Caen Basse Normandie • Caen, France • 2012