# Mitacs Business Strategy Internship (BSI): Partner Proposal Metric Design

**Organization Name:** Metric Design
**Project Title:** UX/UX Designer for Generative AI Preference Map & Visualization Tools
**Estimated Project Term:** Greater than 1 year
**Positions Available:** 2
**Please Send Resume/Cover Letter To:** Tamara Bowman, Owner/Creative Director, at
metricly@metricdesign.ca

**Seeking Applicants in:**
Computer Science

**About Metric Design:**
Metric Design is an innovative interior design firm dedicated to crafting exceptional spaces that blend beauty, functionality, and personalized style. Since 2011, Metric has established itself as a leader in residential and commercial design by offering comprehensive interior design, styling, and renovation services tailored specifically to each client's vision. With expertise ranging from detailed renovations, modern basement developments, and sophisticated styling solutions, to custom cabinetry, high-quality finishes, and thoughtfully curated furniture selections, Metric Design consistently delivers exceptional results. Metric Design also excels in creating captivating landscaping designs, extraordinary event experiences, and luxury retreats, ensuring each project is both memorable and impactful.

Complementing Metric Design's success is MetricLy, a technology-driven startup designed to revolutionize the furniture and decor selection process. MetricLy provides an intuitive, user-friendly app where designers and consumers can efficiently source, select, and purchase products online. Supported by a government-funded research grant through Sask Polytechnic, MetricLy's MVP is now launching, promising significant efficiency gains and enhanced procurement experiences for users. With plans to expand across Canada and into the U.S., MetricLy represents Metric Design's commitment to innovation and continuous growth, ensuring both businesses remain at the forefront of design and technology.

**Project Description:**
This innovation project focuses on developing an advanced generative AI-powered platform designed to visualize consumer preference data for interior design products through intuitive, dynamic preference maps and visualization tools. The aim is to simplify and enhance the process of product selection for both consumers and interior design professionals, significantly streamlining decision-making and procurement processes.

The primary innovation involves integrating generative AI with user-experience (UX/UI) design to create interactive visual representations of complex preference data. Users will be able to clearly visualize their preferences and product matches, significantly improving user engagement and satisfaction. This incremental innovation will enhance current market standards by providing a highly personalized, AI-driven visual tool not yet widely available in the interior design industry.

The UX/UI Designer candidate will lead the conceptualization, design, and testing of the platform's interactive elements, ensuring an intuitive and seamless user journey. Their key tasks include conducting user research to understand stakeholder needs, developing wireframes and high-fidelity prototypes, executing usability testing, and iteratively refining the design based on feedback and analytics.

Methodologies and techniques applied will include user-centered design principles, rapid prototyping, usability testing (such as A/B testing and heuristic evaluations), and qualitative and quantitative user research. Additionally,

the candidate will collaborate closely with AI specialists to align the generative AI capabilities with user interface requirements, ensuring optimal integration of AI-generated visual data.

Ultimately, this project seeks to set a new benchmark for UX/UI standards in AI-driven consumer preference visualization, delivering measurable improvements in consumer satisfaction, engagement rates, and operational efficiency in the interior design and home goods market.

**Skills/Expertise:**

Go, Python, HTML, JavaScript, APIs: Minimum 1 year experience each (required)

GIT (Version Control): Minimum 1 year experience (required)

Optional Assets:

Experience with generative AI technologies

Familiarity with design software such as Figma, Adobe XD, or Sketch

Knowledge of data visualization libraries (e.g., D3.js, Chart.js)