

User experience and designer and researcher with 20+ years of related industry experience

Experience

Senior Interaction Designer, RBC Digital Design, Toronto – 2017-2018

- Created prototypes and exercises at various levels of fidelity to assist in testing ATM functionality
- Co-authored test plans on usertesting.com to align with research objectives
- Lead exploratory research to determine viability of planned features

Senior Interaction Designer, Normative, Toronto – 2016-2017

- Lead the user experience process within an agile team developing a beacon-based sales app

Senior User Experience Designer, Critical Mass, Toronto – 2014-2016

- Generated site optimization tactics for infiniti.co.uk and infiniti.com.cn, measurably improving performance for the targeted metrics
- Created working Axure prototypes for CMS component concepts to assist with internal sell-through to Infiniti executives

Associate User Experience Architect, Level 2, SapientNitro, Toronto – 2013-2014

- Created fully-annotated wireframes and interactive Axure prototypes
- Assisted with test plans for usability testing

Information Architect, Idea Couture, Toronto – 2011-2013

- Contributed in workshops and labs to audit and prioritize features and content, and develop strategy
- Performed heuristic reviews and comparison and competitive scans
- Created site maps, user flows, prototypes, and fully-annotated wireframes
- Lead client review meetings of all interaction documentation

Senior Designer, Idea Couture, Toronto – 2008-2011

- Worked in multidisciplinary teams to develop and execute award-winning socially-based sites and other large interactive projects for clients across the health, education, and insurance spaces
- Participated in several ethnographic research studies as both a researcher and a workshop facilitator, to help discover consumer insights

Experience, continued

Freelance Graphic & Information Design, Toronto – 2003-2008

- Provided multi-faceted design and production services to all clients
- Managed client relationships and new business development

Senior Designer, Fusion Interactive, Toronto – 1999-2003

- Developed projects from initial concept through planning, production and implementation, working closely with clients to ensure all brand standards and business goals were met
- Sought opportunities to appropriately convey information through new channels such as 3D animation or video

Web Designer, Bratch Innovation, Toronto – 1997-1999

- Worked collaboratively within a full-service digital agency to design web sites for enterprise-level clients

Education

Sheridan College, Oakville – Graphic Design Diploma, 1997

- Recipient of Stan Shikitani Design Excellence Award

University of Waterloo, Waterloo

- Completed two years toward Bachelor of Environmental Studies in Architecture

Skills

- Excellent client communication and presentation skills, written and in-person
- Working knowledge of both design and development, enabling a smooth bridge between them
- Fluency in a wide range of design tools including Adobe CS, Sketch, Axure, OmniGraffle, and Visio