

profile and core competencies.

- An award winning, user experience designer with over 13 years experience, focusing on web interface design and usability.
- Worked in both private and public sectors for companies such as Sony PlayStation, Dr. Martens, Umbro, Nike Foundation, Bell Canada, AOL, Symantec, YHA, NWDA, Disability Rights Commission, Countryside Council of Wales, Manchester Art Gallery, Manchester Metropolitan University, and MIDAS.
- Expertise in defining, designing, developing and supporting commercial websites and web applications from initial concept through to implementation.
- Ability to successfully marry usability, functionality and brand equity in all aspects of work.
- A highly organized individual with excellent problem solving and analytical skills.
- A team player, who can effectively motivate and communicate with all members within an organisation.
- Ability to work closely with clients and nurture the relationship and successfully manage their expectations.
- Looking for a challenging and demanding role with an emphasis on personal growth, creativity, and leadership.

technical skills.

- **Usability/User Experience** – Strong knowledge and understanding of usability issues, methodologies, and best practices. Experience in designing and facilitating various user research activities such as prototype testing, card sorting, contextual inquiry, usability audits, usability testing, questionnaires, and surveys.
- **Information Architecture** – Experience in defining the architecture of complex websites and web applications, developing use cases, site maps, wire-frames, workflow diagrams and functional and user interface specifications.
- **Web Interface Design** – Strong visual background with experience in graphic design, page layout, image optimisation, and brand equity. Experience in designing innovative user interfaces with an emphasis on user friendly design.
- **Technology & Programming** – A good understanding of web technologies with experience in database driven web applications and content management systems. Proficient at HTML, cross browser and platform compatibility, basic knowledge of CSS, JavaScript and use of Java applets.
- **Accessibility** – A good understanding of W3C accessibility guidelines and designing websites that meet A, AA and AAA standards.
- **Software** – Extensive experience on both PC and Mac platforms. Proficient at OmniGraffle, Visio, Axure Pro, Photoshop, Illustrator, Freehand, Flash, Fireworks, Dreamweaver, BBEdit, QuarkXpress, Acrobat Pro, and Microsoft Office.

recognition, awards and exhibitions.

- **Big Chip Awards - Best Not for Profit Shortlisted:** Actingtonimpulse.net (2010)
- **Tridion Awards - Best Use Of Technology:** YHA.org.uk (May 2007)
- **e-Government National Excellence Award Shortlisted – Other public sector body:** DRC.org.uk (2006)
- **Fresh Digital Awards 2006 – Freshest Public Sector Service Shortlisted:** Manchestergalleries.org (2006)
- **Usability ROI Report – Neilson Norman Group (NNG):** Bell.ca (January 2003)
- **Indice Internet SECOR Award:** Bell.ca (May 2002)
- **Design at Work Exhibition – RGD Ontario:** Bell.ca (September 2002)
- **SIDIM Exhibition – Eco-design:** Tessel Tables (May 1996)

employment history.

LOVE – Manchester, UK

October 2008 – Present

Lead User Experience Designer

- Defining an information architecture for client websites that meet both client and user needs.
- Creating interaction diagrams, process flows, site maps, wire-frames, and functional specifications.
- Developing and conducting user testing scenarios and scripts and translating the findings into specific recommendations for making improvements to the usability of client websites and improving the overall customer experience.
- Working closely with all members of the team from developers, to designers, and to account managers, ensuring that usability issues are addressed at all stages of the projects without compromising creativity.
- Helped to define a formal digital project process that focuses on flexibility, user-centered design, exploring new technologies, while encouraging creativity – a process to aid the team to do deliver world class websites.

- Involved in all aspects of a project, from initial idea generation through to delivery and after launch support.
- Developed an internal process/approach to aid the digital team in delivering digital projects around Social Media.
- Clients include Sony PlayStation, Dr. Martens, Umbro, Nike Foundation, MBNA, Warburtons, and Carrier.

Reading Room – Manchester, UK

March 2005 – September 2008

Lead User Experience Designer

- Conducted various user research activities for clients in order to better understand the needs of their users and translated the findings into real recommendations for making improvements to the usability of their websites.
- Designed innovative websites that deliver a superior customer experience, with an emphasis on user-friendly design and brand effectiveness.
- Developed interaction diagrams and wire-frames for complex functionality on client websites.
- Promoted usability and user experience design within the organisation, implementing a user-focused approach to the project life-cycle and transferring knowledge to other team members within the company.
- Involved in the pitch process, from idea generation to attending pitches.
- Clients included YHA, MIDAS, NWDA, CCW, Disability Rights Commission, Manchester Art Gallery, Manchester Metropolitan University, Aberdeenshire Council, Glasgow City Council, and Hull Museums.

Self Employed

April 2003 – March 2005

Freelance Designer

- Creating brands and designing effective websites for various clients including: artist Jeff Goodman, Jivamukti Yoga Toronto, ImageText, Brumby Music, and Northern Renovations. Working closely with each client to understand their individual brands, business requirements, and customer needs.
- Co-facilitated a tutorial/workshop at the American Usability Professional Association's Annual Conference.

Masterfile Corporation – Toronto, Ontario

July 2004 – December 2004

Lead User Experience Design Specialist (Contract)

- Led the New Media Group in usability and user experience design for both the external client facing website and internal web applications. Championed the “user” within the rest of the company.
- Worked directly with clients through a series of telephone interviews that focused on understanding user behaviour specific to a new tool called SimSearch, and translated findings into specific requirements for improving functionality.
- Led the first phases of migrating an internal legacy application to a web-based platform, which included creating a work effort schedule, working closely with internal stakeholders to gather business requirements, and working with developers to ensure that the scope and complexity of the project was kept in line. An iterative design approach was taken, where a series of planned and ad-hoc user tests were done in order to develop and revise use cases, wire-frames and screen mock-ups that focused on user-friendly design.

OnCenter Consulting – Toronto, Ontario

November 2003 – June 2004

Lead User Interface Design Consultant (Contract)

- Contracted to CoreNetworks to design a cable network management web application with a focus on user-centred design and usability.
- Involved in gathering user requirements, developing wire-frames, designing prototypes, final concept and design of the user interface, as well as co-facilitating usability testing.

Cap Gemini Ernst & Young – Toronto, Ontario

November 2000 – March 2003

Consultant

- Worked on key client accounts for Fidelity Investments, Ontario Power Generation, Bell Canada, and The House of Commons.
- Bell.ca – Lead User Interface Designer and Information Architect
 - Involved from the initial strategy development to the implementation of Bell Canada’s website redesign initiative.
 - Worked closely with the client to develop business requirements, define functionality, re-structure product information and to design a new interface that visually promoted Bell’s brand and was easier to use.
 - Managed the day-to-day operations of the design team, ensuring that all deadlines were met on time.
 - A clean, modern, and modular user interface was implemented that brought product information and content important to user tasks to the top level of the website.
 - After the launch of Bell.ca in November 2001, traffic to the website increased by 150,000 visitors per week.
 - The Bell Canada web project has been recognised in the Neilson Norman Group’s report Usability ROI Report (January 2003) and the website (www.bell.ca) received an award from the Indice Internet SECOR (May 2002) for the best e-commerce website in Canada.
- Other accomplishments included being actively involved in acquiring new business, a total of \$2M in sales, through attending sales meetings and developing sales tools such as flash demos and mini diagnostics.
- Developed a new product offering called the “Art of the Possible” demo that is used as a sales and visioning tool.

RemoteNet Corporation – Toronto, Ontario

May 2000 – Oct 2000

Web Interface Designer/Developer

- Played a key role within the Design and Development Team that developed a web based network management application from initial concept through to production and implementation.
- Led the design of the front-end Graphical User Interface with a focus on user-friendly design, customer needs, and functionality which involved producing navigation maps, fully functioning user scenarios and prototypes.
- Worked closely with the developers, helping to translate front-end user requirements into back-end functionality.
- As part of the launch of the new product, developed a new branding strategy for RemoteNet and designed a new logo that reflected the new company image and product.

AOL Canada – Toronto, Ontario

February 2000 – April 2000

Interactive Media Producer

- As part of the Network Programming and Production Team, was responsible for the design, development, information architecture, navigation and implementation of all internal websites, specifically: a HR website and a Member Services website.
- Also played a design role, creating graphics for external AOL channels and special promotions and designed all Flash work, including an "attract mode" for AOL Canada Interactive Kiosks for the Royal Bank.

The Millennium Photo Project – Toronto, Ontario

December 1999 – January 2000

Web Designer (Contract)

- The Millennium Photo Project was a "community enterprise" where the heart of the community was the website, and where thousands of people participated in a global project to photograph the turn of the century.
- Elevated the site to a higher level of recognition by restructuring and redesigning the website.

Symantec Corporation – Toronto, Ontario

March 1999 – November 1999

Online Content Designer (Contract)

- A key member of the web publishing team, working on the US Corporate website, and responsible for the maintenance and design for 3 product websites: TalkWorks PRO, WinFax PRO and Corporate WinFax PRO.
- Actively collaborated with product managers to develop customer-focused content and integrated customer needs and usability standards into the design of these websites.
- Redesigned and implemented a new navigational system for all the product sections of the corporate website, which was also adopted as a standard for all the international websites.
- Redesigned the US homepage to bring important product information and virus information to the top level.
- Designed online and in-store product demos in Flash that illustrated the value of the products.

Pindar Set – Bristol, England

September 1997 – October 1998

Web Designer

- Designed and produced websites from initial brief to finished design for Yellow Pages UK.
- Co-managed the night-shift web team and trained new team members.

education.

- **Bachelor of Fine Arts (BFA), Major in Design Art**
Concordia University – Montreal, Quebec (September 1993 – May 1996)
- **2-D Design Credit Course, Drawing and Painting Techniques Credit Course**
Ontario College of Art – Toronto, Ontario (September 1992 – May 1993)
- **Communication Design Credit Course**
Parsons School of Design – New York, New York (Summer 1990)

professional development.

- Usability Professionals' Association – Member
- Norther User Experience - Member
- Neilson Norman Group Usability Week (2001, 2003, 2010)
- Classic Systems Solutions – GUI Design for Web-based Applications Course (2002)
- Microsoft – Content Management Server Course (2002)
- Web '99 (1999)

interests.

Black & white photography, furniture design, travel, reading, music and yoga.

References available upon request.