

Bio

I deliver world-class digital service solutions through a unique ability to identify and integrate business requirements with user needs.

My industry leading ability to fuse gap and competitive analysis with usability and interaction design produce environments that set the bar for ease-of-use and brand identity.

I have over-seen the establishment of user experience practices for successful projects at both the pre- and post-sales stages in a variety of media delivery environments.

In demand as a trainer and educator, I have taught Information Design at the University of Toronto, University of Guelph-Humber, Humber College, and Centennial College and am regularly invited to deliver professional workshops and seminars.

Professional Experience

Senior User Experience Designer, OpenText, Richmond Hill (Sep. 2017 - Current)

Directed interaction design of a SaaS DAM product (desktop and mobile).

Identified and developed opportunities for user research including deployment of remote testing tools.

Advanced opportunities for improved functionality and optimised workflows.

Crafted components of a company-wide design system.

Developed design and interaction requirements for Product Management and Development.

Senior User Experience Consultant & Practice Lead, Treasury Board Secretariat, Ontario Public Service, Toronto (Oct. 2015 – May 2017)

Lead user experience design across an Agile organization including the development of standards and practices.

Lead content and feature development for an enterprise intranet through assessment of clients' needs and goals.

Determined optimal organization of sites and identified opportunities for improved functionality and design.

Assessed and prioritized feature requests from a variety of clients.

Senior User Experience Designer, OrderDynamics, Toronto (Mar. 2014 - May 2015)

Established a user experience practice in an Agile environment.

Directed and administered the creation of a user research programme.

Guided user experience design for enterprise and consumer facing interfaces, including responsive and adaptive frameworks.

Independent User Experience Contractor, Toronto (Mar. 2013 – Mar. 2014)

Defined user experience for online solutions. Prioritized integration of client requirements with demonstrated user needs. (RBC, insurance marketing; Bell, user research)

User Experience Practice Lead, Human Interface Research & Design, Echoworx, Toronto (Jan. 2012 - Mar. 2013)

Managed, including hiring, team of two contributors.

Designed user interactions for browser based, desktop, and mobile applications in support of enterprise solutions.

Created prototypes and interaction specifications for use in an Agile development environment.

Directed strategic planning for key corporate marketing resources.

User Experience Lead, CIBC, Toronto (Nov. 2007 - Oct. 2011)

Designed and administered user research and usability testing for enterprise bank applications.

Developed rapid prototypes for proof-of-concept and usability testing.

Designed user interfaces for enterprise-wide browser and desktop applications.

Translated research into interaction design requirements and viable solutions.

Independent User Experience Contractor, Toronto (2006-2007)

Defined information architecture, user interaction, and content flow for online solutions by integrating user needs with client business processes and rules. (ICICI Bank, Information Architecture Re-design; B.C. Tourism Architecture & Navigation Re-design)

User Experience Manager, Sapient Canada, Toronto (2004-2006)

Oversaw career management of two junior practitioners.

Designed and administered user research and usability testing for consumer and enterprise facing users.

Developed prototypes for proof-of-concept and usability testing.

Managed the integration of user experience research and modelling with client business processes and rules to develop interaction specifications for the creation of new online products.

Translated experience research to interaction design by applying user-centred research and design skills in an Agile environment.

Senior User Experience Architect, Ininet Communications, Toronto (2002-2003)

Directed user research and usability testing for retail and research resources.

Developed wireframes for proof-of-concept and usability testing.

Directed designers and developers on appropriate usability techniques and human factor considerations to ensure maximum ease-of-use.

Achieved product excellence by producing storyboards and prototypes for iterative user testing and ensuring feedback was understood and incorporated.

Supervised junior team members and oversaw their practice.

Senior User Experience Specialist & Practice Lead, OnX Enterprise Solutions, Toronto (2000-2002)

Directed the creation of a usability practice including the implementation of a testing lab and for defining optimal user experience practices for successful projects at both pre and post-sales stages.

Developed wireframes for proof-of-concept and usability testing.

Ensured high quality output by creating and implementing consistent user interface design standards on company-wide basis.

User Experience Architect, ExtendMedia, Toronto (2000)

Consulted with clients to identify business needs, audiences, tasks, process, and competitors.

Developed and oversaw user testing using task analysis and other usability testing protocols.

Created practice-wide usability and style guidelines.

Information Architect, ICE Integrated Communications & Entertainment, Toronto (1999-2000)

Communicated standards, methods, results, and recommendations to internal and external stakeholders.

Established best practices through research and development programs into use cases for information architecture as well as PDF workflow.

Related Experience

Taught state-of-the art information architecture management, usability testing techniques, and user interface design, including cognitive science and human factors in information design, to a wide variety of traditional and corporate learners.

HTTP 5301 – Usability & Accessibility, Humber College Institute of Technology and Advanced Learning, Toronto, ON

AHSS 3080 – Web Design, University of Guelph-Humber, Toronto, ON

PLC 7001 – Principles of Information Design, University of Toronto, Toronto, ON

IMGT 280 – Information Architecture I, Humber College, Toronto, ON

MEDE 104 – User Interface Design & Information Architecture, Centennial College, Toronto, ON

CG 248 – Usability & User Interface Design for the Web, Centennial College, Toronto, ON

CG 275 – Advanced Usability & User Interface Design for the Web, Centennial College, Toronto, ON

Tools

Prototyping/Wireframing: Axure (Expert), Balsamic (Conversant), UXPin (Conversant), Zeplin (Conversant), Marvel (Conversant), Omnigraffle (Fluent), Visio (Expert)

Testing: Morae (Expert), Silverback, (Conversant)

Graphics/Illustration: GIMP (Expert), Photoshop (Conversant), Illustrator (Conversant)

Analytics: Google (Expert), Hotjar (Conversant)

Education

Post-Graduate Research: Human Cognition, Perception, and Reality Modelling, University of Pittsburgh (1993-1999)

Master of Arts, Wilfrid Laurier University (1992)

Bachelor of Environmental Studies (Honours), University of Waterloo (1990)