

## **MY PROFILE**

I am a creative, innovative, and resourceful user experience professional and digital strategist. I apply user-centred, collaborative, insights-driven approaches to help organisations design and build user-centred products and services across multiple touch-points and devices. With my diverse skill set and a range of industry experience, I am equally comfortable researching user needs and generating insights, “talking tech” with developers, and working with project stakeholders to develop digital strategy.

## **MY EXPERIENCE**

### **User Experience Designer**

October 2017 – present

*European Bioinformatics Institute*

Project: Open Targets Platform

Role: User Experience Lead

- Support a cross-functional team responsible for delivering a web-based, open-source platform that helps researchers identify and prioritise potential therapeutic drug targets
- Utilise a range of quantitative and qualitative research methods – including interviews, card sorts, contextual inquiries, first-click tests, and surveys - to understand user needs and generate insights
- Facilitate participatory design sessions with users and project colleagues to create usable, scalable, and sustainable visualisations for large, complex, multidimensional datasets
- Create wireframes, high-fidelity mockups, and interactive prototypes for new features
- Build small web applications to identify data quality issues and technical limitations of designs
- Conduct usability testing sessions and prepare feedback reports for colleagues and stakeholders
- Consult with other Open Targets project teams and offer design expertise and usability reviews
- Support outreach efforts with engaging social media and email newsletter campaigns
- Design and run training workshops on various user experience research and design topics

### **Freelance Digital Strategist**

January 2017 – September 2017

*Self-Employed*

Project: Green Check

Role: User Experience Lead / Digital Strategist

Client: A boutique financial services and wealth management company

- Designed high-fidelity mockups for a new employee training mobile app
- Created personas and user journey maps to foster empathy amongst senior stakeholders and to challenge underlying assumptions about the existing training platform
- Completed an ethnographic and contextual inquiry research project that identified key issues in the tracking of completed training modules and worked with the project team to develop and implement a pilot project for the incoming cohort of graduate scheme students

Project: New Starter

Role: Digital Strategist

Client: A global direct sales company

- Provided content strategy and design services for a pilot project focused on improving communications sent to new consultants completing the initial 90-day program
- Conducted usability reviews for a proposed mobile app and text message notification service and wrote a report detailing recommendations for senior management

## **User Experience Designer / Front-End Developer**

*University of London*

October 2015 – January 2017

- Utilised a range of quantitative and qualitative research methodologies to complete user experience design and strategy projects for internal project teams and external clients in the research, education, and student services sectors
- Developed user-centric design artefacts including conceptual diagrams, user journey maps, personas, wireframes, and prototypes
- Collaborated with colleagues to redesign the information architecture, interaction design, user interface, and user experience for existing e-learning and research management products
- Conducted usability studies, evaluations of existing platforms, and competitor analyses and authored reports highlighting key issues, user needs, and potential solutions
- Repurposed research outputs and insights for thought leadership opportunities (conference presentations, white papers) and developed metrics for assessing the impact of UX design
- Presented design work to colleagues and clients for review and once approved, transformed design work into user interface specification documents and design patterns
- Created user interface elements using HTML, CSS, JavaScript, and Perl
- Hired, trained, and mentored the team's Graduate Designer and Graduate Developer

## **User Experience / Interface Design Consultant**

*Deloitte Digital*

June 2015 – October 2015

Project: IM Mobile Tfl

Role: User Experience Designer

Client: Transport for London

- Coordinated on-site usability testing sessions to test features for existing mobile applications and facilitated feedback sessions with project team to share key research insights
- Developed high-fidelity mockups to demonstrate proposed user journeys
- Created design pattern documents to demonstrate how common user pain points could be address and resolved across different devices
- Worked with internal colleagues to develop and test user-friendly training materials

Project: Aztec

Role: User Experience Designer / Front-End Developer

Client: One of Europe's largest insurance companies

- Collaborated with colleagues across multiple business units to build a proof of concept application that provided automated robo-advice to existing insurance customers
- Analysed existing client research and developed research and design artefacts (e.g. personas, user journeys, user stories, etc.) that were used in stakeholder meetings and workshops
- Built and tested user interface elements using HTML, CSS, and JavaScript (Angular, Chart.js)

## **Freelance Digital Strategist**

*Self-Employed*

June 2014 – April 2015

- Provided branding, photography, and staffing consultancy services to *Minds Matter Magazine*, the first student-led magazine about mental health at the University of Toronto
- Worked with the University of Toronto's Department of Arts, Culture and Media to develop short- and medium-term marketing plans, strategy documents, and succession planning resources
- Collaborated with a start-up law firm in Toronto to develop a content marketing strategy focused on a series of blog posts supported by a multi-platform social media campaign
- Worked with small, boutique consulting companies looking to establish their digital presence and curate new and existing digital content

- Designed a range of print and electronic promotional materials and ensured design work was in line with university and departmental trademark and branding protocols
- Coordinated all media and stakeholder relations to increase the visibility of departmental events
- Acted as the lead design and research consultant on a large-scale project to redevelop the departmental website and transition it from static HTML and CSS to the Drupal CMS framework
  - Engaged in competitor analysis, a comprehensive information architecture audit, and a review of existing content prior to the start of the project
  - Coordinated 1-on-1 interviews, focus groups, and user testing sessions with staff, faculty, and student to uncover user needs and to solicit feedback on proposed designs
  - Collaborated with external design contractors to develop high-fidelity mockups and worked with internal service developers to build the initial iteration of the new website
- Developed email newsletters with MailChimp and HTML/CSS and implemented content and layout strategies, which led to consistent open rates above 25%
- Produced annual reports and funding applications, which resulted in \$45,000 CAD in funding over three years (2012-2014) to support and enhance departmental events and programming
- Hired and supervised 3-6 casual staff members working in design/technical/website positions

**Freelance Writer / Content Producer**

2003 – present

*A Dose of Andrew Media*

- TheHiringHotline.com: researched and wrote content relating to part-time student jobs; maintained an updated list of summer and seasonal job opportunities
- Network Europe: researched news and feature stories for a half-hour, pan-European radio program; presented the music and odd news segments; managed multimedia and interactive content hosted on the show's website and election microsite
- Wrote feature and commentary articles for various local print and digital publications
- Edited a variety of print and digital content, including blogs, magazine articles, essays, and theses

**MY TOOLKIT**

**Software/Platforms**

Adobe Creative Cloud; Balsamiq; AxureRP; Sketch; InVision; UXPin; Optimal Workshop; SurveyMonkey

**Web Development**

HTML/CSS (Bootstrap, Foundation, Semantic UI); JavaScript (Angular, React, D3); Ruby; Python; Perl

**MY EDUCATION**

**Professional Development**

2011 – present

*UX:* Design for Productivity; UX for the Web; UX Research Methods & Privacy; Designing Digital Services

*Tools:* Adobe CC; Advanced AxureRP Prototyping; Ruby on Rails; Google Analytics training

*Other:* Effective Stakeholder Management; Electronic Records Management

**Master of Arts, Journalism & Media**

August 2008 – May 2010

*Aarhus University, University of Amsterdam, City University London*

**Bachelor of Arts, Political Science**

September 2004 – June 2008

*York University*