

## MY PROFILE

User experience and digital strategy professional with more than 7 years of experience across a range of industries – from education and pharmaceutical research to insurance and transportation. Skilled at applying user-centred, collaborative, insights-driven approaches to help organisations create products and services for multiple devices and touch-points. Focused on helping organisations transform their operations with technologies that meet the needs of users, contribute to the overall organisational strategic vision, and are technically feasible and sustainable.

## 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 scientists identify and prioritise potential therapeutic drug targets
- Utilise various quantitative and qualitative research methods – interviews, contextual inquiries, card sorts, 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
- 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 insights-based 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 competitor analyses and usability studies and evaluations of existing platforms 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 artefacts 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 UX 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 documentation to demonstrate how common user pain points relating to network access and speed could be addressed 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, and strategy/succession planning documents
- 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

**Communications Coordinator / Front-End Developer**  
*University of Toronto – Department of Arts, Culture and Media*

October 2011 – September 2014

- 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 students 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, and theses

**MY TOOLKIT**

**Software/Platforms**

Adobe Creative Cloud; AxureRP; Balsamiq; Sketch; InVision; UXPin; OmniGraffle; Visio; Framer

**Web Design & 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; Designing Digital Services

Tools: Adobe CC; Advanced AxureRP Prototyping; HTML/CSS/JS Bootcamp; Google Analytics

Other: Effective Stakeholder Management; Electronic Records Management

**Master of Arts, Journalism & Media Studies**

August 2008 – May 2010

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

**Bachelor of Arts, Political Science**

September 2004 – June 2008

*York University*