

COREY OUELLETTE

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PROFESSIONAL PROFILE:

- In-depth experience in driving, and delivery of customer driven innovation initiatives
- Strong customer driven mindset to evaluate problem spaces and business-oriented opportunities
- Ability to convey complicated information in a simple non-technical way
- Exceptional ability to convincingly communicate opportunities, that challenge existing status quo
- Proven experience in planning, leading, and communicating with company stakeholders

SKILLS:

WEB: D3, HTML5, CSS3, Responsive Web Coding, Node, JavaScript, Python

RESEARCH: Design Thinking Workshops, Focus Groups, Facilitation, Quantitative & Qualitative Usability Testing

COMPETENCIES

- Strong project management skills
- Excellent presentation skills
- Skilled in educating and training others
- Insightful team player
- High level of initiative
- Efficient in time management
- Strong analytical skills
- Ability to act calmly under pressure

EXPERIENCE:

THOMSON REUTERS LABS

Senior Data Experience Developer (Lead Designer) – Kitchener, ON, Dec 2018 – Present

- Customer evaluation and validation of data/AI project opportunities for definition of customer pain point and estimation of priority and value for the customer
- Conduct customer interviews, workshops to understand the problem and its importance to the customer, converting those activities into actionable project opportunities.
- Technical evaluation and validation of project opportunities for data/AI candidacy within the strategic growth areas of Thomson Reuters
- Product evaluation and validation of data/AI project opportunities for business value and path to market
- Lead and enable a team of designers and software developers

Data Experience Developer (Senior Designer) – Kitchener, ON, Dec 2016 – Dec 2018

- Generated innovative concepts to link end-users' needs with data science solutions
- Created functional, useful and intuitive application prototypes for customers and partners
- Collaborated with data scientists and designers to evaluate projects, design APIs and code interfaces
- Organized, facilitated, and created actionable next steps through Design Thinking Workshops

CONESTOGA COLLEGE

Part-time Professor – School of Business, Marketing – Kitchener, ON, Aug 2014 – Dec 2018

- Taught students how to manually code websites with HTML 5, CSS3, and with WordPress
- Instructed students on the fundamentals of User Experience and User Interface design
- Demonstrated how to successfully market online through organic and paid options of SEO
- Developed the entire curriculum for the Online Marketing course in Conestoga College's marketing program

PMG INTELLIGENCE

Manager, Marketing & Digital Services – Waterloo, ON, July 2014 – Dec 2016

Online Marketing Specialist – Waterloo, ON, Nov 2011 – July 2014

- Developed, designed, and executed the launch of company's online division – www.qbord.com
- Oversaw design and implementation of web user interface for client research applications
- Conducted contextual research for company and client based applications
- Responsible for managing content, look and optimization of company websites
- Responsible for development and implementation of all online marketing initiatives

DD DRAGON PRIVATE ENGLISH SCHOOL

TEFL Instructor – Zhejiang, China, Aug 2009 – Sep 2010

- Taught English as a second language to 90 students from ages 10 to 14
- Lead recruiting and acquisition of new students resulting in a 25% increase in overall student base
- Responsible for planning, developing, and delivering course curriculum to students

EDUCATION:

CONESTOGA COLLEGE – Kitchener, ON, 2006 – 2009

Business Administration – Marketing