

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
European Bioinformatics Institute

October 2017 – present

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
Self-Employed

January 2017 – September 2017

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

October 2015 – January 2017

University of London

- 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

June 2015 – October 2015

Deloitte Digital

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

June 2014 – April 2015

Self-Employed

- 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