

Design: information, communication, relationships

I help my clients create useful and usable websites and interactive tools. I conduct research, organize information, shape interfaces, and design online user experiences.

I work with large and small organizations, in the private, public, and not-for-profit sectors. Collaborating with staff and stakeholders, I focus on encouraging participation, enhancing communication, and delivering strategic value.

Services

Strategy development... user needs assessment... requirements gathering... user testing... prototyping... functional and user specifications... interface and navigation design... taxonomy development... online content strategy... content management planning... e-commerce design... social media design... training... staff development... project management.

Some recent projects

User experience direction for an educational institution

I helped shape strategy and led user experience design for a distance education high school that was completely overhauling its public marketing-oriented website, student online interface, and selected internal web applications. Research with students and needs analysis within the organization were the foundation for my extensive requirements, specification, and interface design work. I developed a content strategy and style guide for the public site and helped shape its interaction and visual design. Information architecture and interface skills were applied to the presentation of course data, registration processes, students' online submission of course work, and a wide range of functionality. (Independent Learning Centre, 2009)

Re-structure local government intranet

The intranet of a large county government was under-used and increasingly disorganised. I designed and led a fast-track intervention that included two rounds of user research, improvements to site navigation, changes to the taxonomy for key sections of the site, and guidelines for authors and webmasters. (Jamkit Ltd, for Surrey County Council, UK, 2008)

Redesign bank's derivative products website

A UK bank needed a website that was as sophisticated as its complex financial products and high-end clients. I created an information architecture and user interface for deployment within a content management system. The design emphasised helping site visitors make purchase decisions and giving them a variety of paths to product information. (The Gate for Societe Generale, UK, 2008)

Professional experience

2007-2009 User experience consultant

Leadership and successful delivery of seventeen projects for a wide variety of organizations and types of websites and software. Services included project management, client liaison, stakeholder engagement, strategic planning, design, documentation, and training.

2006-2007 Information architect/User experience leader: Jamkit Ltd

Staff information architect, providing usability and information design skills within small open-source web development agency. Extensive work with clients, graphic designers and development teams. Clients included Cancer Backup UK, Arthritis Care UK, and the Natural History Museum.

2000-2006 Freelance usability, information and instructional designer

Information architecture, usability consultation, instructional design, and writing and editing services for websites, software and e-learning. Clients included Nestle Canada, Industry Canada, Microsoft UK, Celtel, Burst Media, Royal Bank of Canada, and Nissan Canada.

2000-2001 Senior usability specialist: MacLaren McCann Interactive

User research and usability consultation at a major new media agency on website projects. Clients included General Motors of Canada, Jobshark.ca, and Clarica.

1997-2000 Instructional designer and market researcher: Various clients

Freelance work on distance education, independent learning, and interactive training media. Clients included The MacLaren Group, Bell Canada, TVOntario, and Algorithmics.

1996-1997 Senior market research officer: Manifest Communications

Design and implementation of quantitative, qualitative, and competitive-intelligence studies for major Canadian government, non-profit, and private sector organizations.

Prior to 1995

Instructional designer: LINC On Your Own Adult ESL

Research, design, and content development for distance education program for adults.

Research officer: Toronto District School Board

Design and implementation of research in Canada's largest school board.

Research officer: TVOntario

Design and implementation of research on educational media and computing.

Memberships

Information Architecture Institute (IAI)
Interaction Design Association (IXDA)
Usability Professional Association (UPA)

Education

TESL Certificate in Teaching English as a Second Language, University of Toronto
Winner Teresa Rose Stephens Prize for Outstanding Academic Achievement

MA Annenberg School of Communications, University of Pennsylvania

BA Innis College, University of Toronto, 4 year, with distinction