

## Avi Soudack

### **Design ■ information ■ communication ■ relationships**

I help people create useful and usable information spaces and interactive tools. I develop strategy, conduct research, organize information, shape interfaces, and structure content.

Collaborating with staff and stakeholders, I focus on encouraging participation, enhancing communication, and delivering strategic value. I have worked on 100 projects over the last 10 years, serving large and small organizations, in the private, public, and not-for-profit sectors.

#### **Services**

■ strategy ■ user needs assessment ■ business requirements gathering ■ user testing ■ prototyping ■ functional and user specifications ■ interface and navigation design ■ taxonomy development ■ content strategy ■ content management planning ■ ecommerce design ■ social media design ■ training ■ staff development

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### **Some recent projects**

#### **Customer experience strategy for a very large office equipment/service provider**

After extensive qualitative research – on customers, competitors and existing functionality – I co-developed a design strategy for the authenticated online experience. Ten design principles, and over 100 recommendations, were devised for an enriched customer experience that addresses customers' needs and company strategic goals. (Fortune 500 company, 2011)

#### **Design a new research portal for a major financial institution**

The bank's research department needed a new website to deliver its 70,000 products to institutional clients. My information architecture was based on needs assessment, analysis of existing systems and a critique of legacy taxonomy. The design and content strategy adapts the industry standard RIXML for use in a new content management system. (Major Canadian financial institution, in progress, 2010)

#### **Direct the user experience efforts for an educational institution**

I helped shape strategy and led user experience design for a distance education high school. I developed a content strategy and style guide for the public site and helped shape its interaction and visual design. My information design 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)

#### **Redesign a 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 Gate for Société Générale, UK, 2008)

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## Professional experience

### 2007–2010 User experience consultant: brightroom.ca Inc.

Leadership and successful delivery of 18 projects for a wide variety of organizations and types of websites and software. Services included client liaison, stakeholder engagement, strategic planning, design, documentation, project leadership 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.

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## Tools

Whiteboard, Post-it notes  
Visio, OmniGraffle, InDesign,  
MS Office Suite  
Windows and Mac OS X

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## Memberships

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

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## Education

**TESL** Certificate in Teaching English as a Second Language, University of Toronto  
**MA** Annenberg School of Communications, University of Pennsylvania  
**BA** Innis College, University of Toronto, 4 year, with distinction