

Avi Soudack

Manager, User Experience Architect, CGI Interactive

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

Collaborating with staff, stakeholders and clients, 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

■ UX 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 ■ design for mobile ■ training ■ staff development ■ team development

Some recent projects

Integrated Wealth Platform concept and design

Led a team of five user experience architects in discovery and design of a UX strategy for integrating a set of independent applications—portfolio management, account management, financial product management, trading, settlement and client relationship management—into a single suite of products. (CGI, 2011–2012)

MVest for Advisors user experience design

Provided creative direction for a team of four user experience architects in the design of a new web-based portfolio-management application for financial investment advisors. Planned and facilitated process for defining user interface requirements and user flows. Directed interface design work for 100-screen application including design patterns and extensive wireframe diagramming. (CGI, 2011–2012)

Webtrader FX design

Led design of web and iPhone application for trading foreign currency, from project estimation to delivery of UI specification. Provided UX strategy and creative direction for team of two user experience architects, successfully completing on time and budget. (CGI, 2011)

Investment research portal design

The bank's research department needed a new website to deliver its 70,000 products to institutional clients. I provided information architecture based on needs assessment, analysis of existing systems and a critique of legacy taxonomy. The design and content strategy adapted the industry standard RIXML for use in a new content management system. (Scotia Capital, 2010)

Professional experience

2011–Present **Manager user experience, CGI Interactive**

Manage team of nine user experience architects and lead projects in financial service, insurance and transportation industries, with focus on user experience strategy, user and business requirements, and prototyping and testing. Clients include TD, CIBC, BMO Insurance, The Brick.

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.

Prior to 1997

Senior market research officer: Manifest Communications

Instructional designer: LINC On Your Own Adult ESL

Research officer: TVOntario

Tools

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

Memberships

Information Architecture Institute (IAI)
Interaction Design Association (IXDA)
User Experience Professional Association (UXPA)

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