



Brett Maraldo
brett@usabilitynow.ca
Toronto, Canada

v12.8x

A **leader** in **interactive user experience strategy & design**. Strengths in team leadership, business analysis, workshop facilitation, user research, interface design, usability & social media.

Experience and skills:

- Business requirements & analytics
- Social media
- Axure prototype development
- User & market research & testing
- Interface & interaction design
- Mobile responsive UX
- Team leader
- User flow & wireframes

Work Experience and Accomplishments

User Experience Consultant - Usability Now Inc. (self employed) - Toronto, Jan 2009 - present

Senior independent IA/UX/BA consultant to clients across a wide depth & breadth of industries & projects, including CIBC, Texas Instruments, Sapient, TD Bank, Earth Rangers, StickerYou, Government of New Brunswick, Cadillac Fairview, Tourism BC, Rogers Digital, Rubbermaid, Procter & Gamble and Totem Custom Content, Canada Post, The Globe and Mail, Rexall.

"Brett provided valuable and effective insight and business process improvements.", Manager User Experience

"Brett is quick to understand problems and provide UX solutions that improve business and design intent. ", Designer

- Led creative team assigned to projects, ensuring high quality deliverables and client satisfaction.
- Analytics analysis of site and business unit web properties to provide recommendations for site enhancement.
- Internal client UX **requirements gathering** and prioritization with business and technical stakeholders.
- **Storyboards**, prioritized **features**, design **road-map** and **wireframes** for all assigned projects.
- **User testing** creation, moderation and analysis of design **prototypes**, **one-on-one** and **remote** testing (UserZoom).
- Provided **business analysis** and **strategy** to clients based on business, user & technical **requirements** in **Agile** and waterfall **workflow methodologies**.
- Multi-platform approach to **e-commerce** and **social media integration** into over-all **strategic design solutions**.
- **Tactical** production in **business modeling**, **customer insight**, information architecture & **user experience**.
- Research **recruiting**, test development, testing moderation/**facilitation**, analysis in a **timely and economic** fashion.
- UX techniques include usability and UX **testing**, online **surveys**, online card sorting, **eye tracking** analysis, applying actionable direction to enhance design iterations.
- Provided **process engineering subject matter expertise** to centre of excellence cross-department process team
- UX professional services client focused consulting, requirements and design workshop facilitation, stakeholder interviewing, and client management role on all projects.
- **Sales teams support** understanding, promoting and providing approach and estimation for **effective practice sales**.

Product Owner, UX - Nulogy Inc. - Toronto, Dec 2010 - April 2011

"You helped to make our design process work efficiently with our Agile development", Chief Operations Officer

Bringing solid UX design experience to the Product team, enabling continuous improvement to the core product offering, a leading SaaS application for large scale supply chain management.

- As **Product Owner**, providing day to day decisions for **prioritization** of product **enhancements** and revisions
- Bringing the **customer focus** to the application through **extensive UX** design experience
- Delivering **solid product designs** including important **new functionality** in an a **Scrum/XP Agile** design and development environment to meet customer needs and provide a stronger foundation for company growth
- Providing **thought leadership** to customers, the products and company, enhancing the internal workflow processes including project management, Scrums, **iteration planning** and design workflow

Work experience continued...

Senior Information Architect - Sapient Canada - Toronto, Aug 2006 - Dec 2008

"The client thinks you're fantastic!", Project Manager; "Your deliverables are 'little works of art'", Performance Review

Involved in all aspects of IA, UX and BA, planning and managing tracks of work. User centered design team lead. Clients: RBC, RIM, Scotiabank, BMO, Wal-Mart, TD, Rogers, **Intuit**, Independent Health and TD Banknorth.

- **Led** project delivery teams **managing deliverables** and resources to **meet or exceed** client expectations
- Produced **heuristic evaluations, competitive reviews**, user **experience models**, wireframes, **user scenarios, personas, task analysis** and other user research deliverables.
- Executed **IA & UX approaches** including **site structures, user flows & interface design**.
- Contributed as IA and User Experience "subject matter expert" to **business pitches** that strengthened value propositions to **prospective clients**.
- **Managed** multiple **tracks of work** with **project teams**, ensure efficient communication and project timeline tracking while making everyone feel valued and challenged.
- **Facilitation** of **workshops**, presentations, **stakeholder interviews**, building client confidence in the consulting team.
- Integrated user, technology & business, providing **IA solutions** in concert with back-end system design including integration of **IA/UX tracks with Agile** software methodology.
- **Mentored** and provided support to IA team through information exchange, **facilitated team innovation** and practise enhancement promoting **knowledge growth** and consensus among the team.
- **Presented** Sapient IA/UX capabilities at **2007 Usability Day** and Introduction to IA for Sheridan College students.

Senior Usability Analyst - Cossette Communication Group/Fjord - Toronto, May 2005 - June 2006

"You produce the best work that I have ever seen... EVER!", Usability Director

Senior team member responsible for usability research and IA, client presentations, practice enhancement, team leadership and mentoring. Clients included Bell, General Mills, CanWest, General Motors, McDonalds, BMO and Coca Cola.

- Information architecture including **site structure**, user **process flow**, **interface design**.
- Developed and performed **usability testing** on high and low fidelity **prototypes** using Morae, requirements gathering, research reports, expert reviews, **focus groups** and client presentations.
- Executed **heuristic and competitive evaluations**, stakeholder & **card sorting** providing direction to UX design.

User Experience Consultant - Delvinia Interactive - Toronto, Campbell-Ewald - Detroit, June 2004 - Aug 2005

Responsible for customer insight and critical document deliverables. Responsible for IA deliverables and guidance to out-sourced usability consultants.

- Developed **usability test plans** and provided oversight to **Usability testing** and **participant recruiting**.
- Completed **heuristic and competitive evaluations**, stakeholder, **card sorting** and **focus group facilitation**.
- Conducted stakeholder interviews and documented Customer Insight, Information Architecture and Website Specifications which captured the client's vision, business objectives and user's needs.

Usability Specialist - Canadian Imperial Bank of Commerce - Toronto, July 2001 - Nov 2001

"Brett was very responsive to client requests and ensured that our requirements were met." - SH, Senior Analyst

Information Architect and Usability Specialist on the corporate intranet. Member of Web Usability Standards authoring team.

- Developed IA & **functional specifications** for **CMS migration** of CIBC's ~300,000 page intranet. This included **wireframes, user interface design** and **site specifications** for lines of business.

Usability Lead - OVEN Digital - Toronto, July 2000 to June 2001

"Brett's contribution to OVEN's global QA and IA efforts improved relationships with our clients." - HB, CEO

- Developed and **lead usability testing** on a variety of projects - developed task scripts, screeners, **data collection** and **analysis reports** which contributed to the refinement of solutions and designs.
- Developed the corporate Usability, IA and QA **Methodologies** that defined **workflow practices**.

Education

University of Waterloo, Waterloo, Ontario - 1985 - 1990, awarded Independent Studies Scholarship - 1988, 1989
Bachelor of Independent Studies Program - Thesis topic: Introductory Topics in Gravitation