

SENIOR LEAD UX UI RESEARCH & DESIGN

Brett Maraldo

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- Sketch, Figma, Axure, Adobe, InVision
- Design practice management
- Wireframes & prototyping
- User interface & design systems
- User Centred Design
- Training & mentoring

SENIOR MANAGER UX - CANOPY GROWTH CORP.

FEB 2020 - FEB 2021

Reporting to the Director of Digital, I was responsible for ensuring best-in-class UX/UI across Canopy Growth's digital properties. I had two direct reports. I defined the UX/UI Practice processes and provided strategy and tactics in the management of our research and design workflow. I supported all Canopy's core and partner brand ecommerce.

- **Managed** the **UX practice** and **mentored direct intermediate reports**.
- **Developed** and implemented organization **processes** to **integrate UX** into the business and development workflow.
- **Lead UX/UI** design of key **eCommerce** properties including **Shop Canopy** partnered with **Martha Stewart, Spectrum Therapeutics** and numerous in-house eCommerce **brands**, aligning with wider brick retail strategies.
- **Led UX strategy** to provide focused direction to business **benefits** and **risks, research** and **design**.
- **Created a culture** of **disciplined innovation** with sound **rationale** based on **best practices** and **research**.
- **Advocated for the customer** usability needs and expectations towards **enhancing business success**.
- Provided UX and UI **creative direction** and contributed to **research and design deliverables**.
- Led **design review sessions** with key stakeholders gaining **consensus** and **approval** on deliverables.
- Worked closely with **cross-functional teams** including agile development, brand and marketing teams.

UX/UI LEAD CONTRACTOR - USABILITY NOW

JAN 2009 - FEB 2020

Independent contractor providing senior UX/UI capabilities for many clients. I've worked on many long term (>1 years) contracts for a wide range of clients. In most cases I was integrated into the team as a regular employee. I often took a leadership role on projects, managing a team of digital creatives.

RESEARCH

- User research techniques including **analytics, segmentation, persona** creation, **contextual research, journey mapping, expert and competitive evaluations** and other goal-optimized research techniques.
- Rationale and validation using **usability testing, online surveys, online card sorting, eye tracking** analysis, with full **rationale** and actionable **direction** using **design iterations** to create project success.
- User testing preparation and execution with **prototype** design, recruiting, test development, **one-on-one** and **remote testing, moderation/facilitation, timely and economic workflow** saving time on iterations.

DESIGN

- Design strategy and planning through **task analysis** (design thinking), **user flows, information architecture, functional specs, story-telling and concept modeling**.
- **Engaging UX deliverables** include **wireframes, functional specifications, interaction design gestures** and **flow**, high-fidelity **prototyping** for multi-device products including **desktop, mobile and other platforms**.
- **Design software** includes **Axure, Adobe XD, Figma, InVision, Sketch, Photoshop, Balsamiq, paper and pen**.

WORKFLOW AND LEADERSHIP

- Product and project **UX/UI strategy, visioning and road-mapping**. Planning and moderation of **workshops**.
- Experience with **technology** including **HTML, CSS, Angular JS, Java, Bootstrap, Foundation**, and others.

CONTRACT HISTORY

LVC-AUDIO

JAN-MAR 2019

LVC-Audio produces audio engineering tools which have complex user interfaces. I designed the interface for this tool which included design patterns which were used in future products. Three rounds of User Centred Design iterations were used for the final deliverable.

MAPLE MEDIA

OCT-DEC 2018

Maple Media hosts a site that provides a searchable database of resources for kids. Parents use it to find things to do for their kids. Their existing search interface was not meeting business requirements. I was contracted to redesign the search interface. I helped their team conduct a user test of a detailed prototype of the new design to help with refinement to the final version.

SERTA-BEAUTYREST CANADA, MASS MINORITY

MAY-DEC 2018

Ground-up re-design of B2C sites with editorial and ecommerce user experience components. Create an effective and smooth experience between the editorial and e-commerce experiences. I led the UX/UI design, working in Axure to create a wireframes based prototype for further production.

SPARKROCK

JULY-OCT 2018

B2B marketing site re-design with focus on customer confidence and lead-generation. To drive users to successfully request contact, the site IA and structure were aligned to users' via various segmentation experiences to create a lead-gen funnel. Led the UX design effort from business proposal to wireframe delivery.

MONSTER MORTGAGE, MASS MINORITY

JAN-APR 2018

Mortgage broker site with interactive calculator and lead generation. The challenge was to provide content and an experience to build confidence with the user towards lead generation. Brand was of high importance including a specialized calculator aligned to brand messaging. Designed responsive mobile-first wireframes and mockups for site based on templates. Brand messaging was built into the calculator experience through a lead generation funnel.

MANULIFE

JAN-DEC 2017

Enterprise \$5M project to, redesign B2C insurance products ecommerce site initially on legacy IT and later on updated backend systems. Over-come shifting project constraints and in-flight requirements to determine project design direction, approach and team management. I was tasked with leading a design team of 4 towards multiple layers of project deliverables aligned to changing stakeholder priorities. At one point delivering a responsive mobile-first iteration of the health insurance products applications based on analytics research, and support mobile experiences. Laid the foundation for the creative work for the next phase of the project.

TORONTO DOMINION BANK

SEP-NOV 2016

Design of on screen interface and dashboard for CSR's. Includes client, lead, stakeholder management, sales and telephony management. The screen interface for the systems and applications CSRs use was to be redesigned to incorporate updated technical functionality. I supported the UX team in completing the UI designs for packaged aspects of the front end design. These systems work on mobile and so the designs were responsive. These included dashboards and interfaces with large amounts of data that had to be user optimized.

ROCHE, ENVIRONICS

JULY-OCT 2016

Roche financed the research and publishing of a book to help people who have breast cancer. The project was to translate this book into an online experience. It was determined, through IA, that a templated based design would be used to facilitate the book content. Working with strategy and the client and specialist, I led the team through a card sorting exercise to determine the IA and later the navigation that would be used for the book content. This was used to determine the pages and templates needed for the wireframes.

HYDRO ONE, COSSETTE

FEB-AUG 2016

New design for the secure customer account management application and responsive interactive outage map. Led UX wireframe and UI mockup design in collaboration with a 3rd party BA and agency design teams.

LIFETALES

JAN 2016

iOS native social media app designed for users to create "stories of their lives" shared privately where the entries become the users digital memoirs to be shared as an heirloom. Three person startup self-financed looking to gain more users with current iteration to show track-record towards outside investment. Constrained by the latest design, refine it to get more usage. I provided the UX consultation and design work passed off to the developers for implementation. Based on business requirements and user insights I designed new features and redesigned existing functionality for a better flow and experience.

GIRL GUIDES OF AMERICA, MOMENTUM

JUL-NOV 2015

The Girl Guides cookie sales enterprise is a complex hierarchy of region based management. The application they use to manage this enterprise required a redesign with new flows and navigation, optimized data visualization and a dashboard. The client collected user feedback and BA's gathered requirements for pain-points and refinements they wanted implemented. Working with the agency BA and creative team I led the UX work including UI mockups.

CONTRACT HISTORY CONTINUED...**KLICK INTERACTIVE****MAY 2015**

Klick manages numerous sites for pharmaceutical products that require daily ongoing updates. I took over some back-fill work on a number of pharma sites. I was able to participate on these project while they were in-flight and make necessary updates as they were delegated. This included some advanced Axure dynamic panel work.

CITY OF TORONTO**FEB 2014 - MAR 2015**

The City of Toronto (COT) initiated a 5 year project to re-design the public municipal site of ~20,000 pages to improve the user experience and digitally transform the online services (eg. payments, records lookup). The COT site evolved over many years with 50+ divisions responsible for their own site section and content. This made for a very disparate user experience which was the focus of this project. I had a lead role on the COT UX team, determining approach, user testing and stakeholder liaison and executing design deliverables for all aspects of the research and redesign.

CIBC**OCT-DEC 2013**

Existing insurance product quote and apply forms required a user-optimized re-design. CIBC sells many different types of insurance products all using different form styles and over-all UX with no mobile support. The project was to align all forms and experiences to a common design pattern library and bring to modern UX standards. I collaborated with other product design teams to determine the relevant design direction and update the design pattern library with new components used in the form flows. I re-designed all the forms and flows for these B2C products, mobile-first using 12-column responsive design. Prototype included for user testing, which resulted in minor refinements.

TEXAS INSTRUMENTS**MAY 2011 - SEP 2013**

TI is the largest semiconductor manufacturer with their corporate creative teams in Dallas and Toronto. I was on contract as part of their UX team in Toronto. During my time at TI I was involved in 26 projects, usually in a lead UX capacity. Some key projects are described below:

NULOGY INC.**DEC 2010 - APRIL 2011**

Nulogy sells SaaS application used in the enterprise packaging industry to manage the entire product packaging workflow. It's very complex! This was a late stage start-up with 25 people and I was hired to be the newly created Product Owner. The workflow was traditional Agile and we had a product team of 5. My role was to over-see the product with opportunities to enhance and refine it primarily based on user feedback. Also to be part of the product design team, contributing to backlog story burn.

CANADA POST, BELL USER EXPERIENCE CENTRE**JUN-OCT 2010**

Canada Post was implementing an IVR (Interactive Voice Response) telephone solution and needed a user optimized IA for the topic flow. I led the project work, delivering a recommended IA for the IVR system. I utilized cart sorting research, remotely delivered to 2200 participants across Canada, analyzed and delivered a user optimized taxonomy.

THE GLOBE AND MAIL, BELL USER EXPERIENCE CENTRE**JUN-OCT 2010**

The Globe provides a tool for investors on their site called Watchlist. It allows users to track investments, linking data though the Globe site. The Globe experienced significantly negative feedback from users asking for the Watchlist to be improved. I lead the user research, testing and design of the new Watchlist tool.

TORONTO DOMINION BANK, SAPIENT CANADA**NOV 2009-MAY 2010**

TD wanted to provide an online tool for users to explore their personal cash flow. The tool would provide an analysis and funnel the user to further in-person consultation. The tool was a ground-up design with a limited scope that did not include mobile. I single handedly designed the UX and UI of the tool, at a high fidelity taking into account mobile use without using scope to create a dedicated mobile version. This tool has been in use unchanged on TD's site since 2010. TD contracted Sapient to provide artifacts and processes for their TD Digital Studio - their own internal digital design studio. The Design Studio did not exist and Sapient was to provide all roles, job descriptions and processes. My role was lead on the UX design aspects of the project, including client workshops, analysis and artifact and process creation.

GOVERNMENT OF NEW BRUNSWICK, T4G**JUN-OCT 2009**

The website for the provincial government of New Brunswick grew to become difficult to use and required refinement to better usability. It was not possible, due to constrained scope, to re-design the complete site. I determined a well designed portal for the content would significantly help users find what they need. I lead the UX work to analyze and design the portal.

TOURISM BRITISH COLUMBIA, T4G**JUN-OCT 2009**

Re-design of the Tourism BC site which needed a re-refresh for an up-to-date UI and UX aligned to current business road-map. I was the lead UX designer tasked with determining the site IA and creating the wireframes to be used for design.

ROGERS COMMUNICATION**APR-JUN 2009**

Rogers created a data system to aggregate news feeds into a consolidated content stream that required a UI for back-end set-up and control. I created the wireframes for this project that were used to create the back-end user interface.

CONTRACT HISTORY CONTINUED...

CONTRACT HISTORY CONTINUED...**EARTH RANGERS****JAN-MAR 2009**

Content and marketing site for a youth camp. My role was to provide wireframes for a new website design that would better meet the needs of the company.

STICKER YOU**FEB 2009**

Early days of this sticker start-up required a better UI for the design tool on their site that enables users to design and lay out sticker sheets for fulfillment. I was hired to create the wireframes for the UI for a tool with better usability.

P&G, REDWOOD**JAN-MAR 2009**

Redesigned P&G Rouge editorial site for optimized UX through updating existing wireframe deck.

RUBBERMAID, REDWOOD**JAN-MAR 2009**

Design of Rubbermaid's product site with ecommerce. The product catalogue for this site is very complex and required careful consideration. I designed the product interface and over-all ecommerce site wireframes.

SENIOR INFORMATION ARCHITECT (UX) - SAPIENT CANADA**JUL 2006 - DEC 2008**

Senior UX team member, responsible for UX deliverable, reviews and client facing and relationship building. also includes business analysis and requirements gathering and UCD practice lead. UCD team lead. Clients: Finance: RBC, RIM, Scotiabank, BMO, Wal-Mart, TD, Rogers, Intuit, Independent Health.

KEY PROJECTS

- **Personal Financial Management - RBC** - Senior UX Architect, led user research, task analysis, wireframes.
- **Self-direct investment application - BMO** - Led UX team researcher, personas, task analysis, features & functions.
- **E-commerce - Wal-Mart** - Led UX/UI research and design for faceted search implementation on consumer site.
- **Online standards - RBC** - Led UX team, creation of UX/UI design patterns, governance for corporate site.
- **Led** project delivery teams **managing deliverables** to **exceed** client expectations.
- Produced **heuristic evaluations**, **competitive reviews**, user **experience models**, wireframes, **user scenarios**, **personas**, **task analysis** and other user , deliverables.
- Created and executed **project planning** including **site structures**, **process flows**, **user stories**, **journey mapping**.
- 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**, fostering efficient communication and project timeline tracking while making everyone feel valued and challenged.
- **Workshop facilitation**, presentations, and **stakeholder interviews** enhancing **client confidence** and understanding.
- Integrated user, technology & business, providing **solutions** in concert with back-end system design including integration of **UX/UI with Agile** methodology.
- **Mentored** and supported team through information exchange, **facilitated team innovation** and practice 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.

