

SUMMARY

DOMAIN | Web, e-business, user experience, ergonomics, web product development

- PROFILE**
- 10 years of experience in interactive web site development & management
 - Expert in user experience, information architecture, ergonomics and design (wireframes)
 - Internet strategy, SEO, functionality creation, writing and content management
 - Unique mix of advanced technical knowledge and management skills
 - Highly skilled in producing effective websites, from inception to deployment
 - Master's in management (Sorbonne, Paris), e-marketing certificate
 - Perfect fluency in English and French (verbal and written)

EXPERIENCE

- WEB PRODUCT DEVELOPMENT**
- Extensive experience with web development from inception to implementation
 - Creation of Web 2.0 features and interactive elements
 - Leading of user brainstorming, development supervision, tests and deployment
 - Writing and publishing of content, experience with content management software (CMS)

- USER EXPERIENCE**
- Fully functional HTML prototypes (wireframes)
 - Site maps, use cases, navigational flows
 - Feature lists, taxonomy, content hierarchy
 - Expert in wireframe design software (Axure)

- INTERNET STRATEGY**
- Creation and implementation of numerous web strategies from start to finish
 - Recommendations regarding new technologies, market trends, and competition
 - Search Engine Optimization (SEO): improvement of copy, HTML code structure, meta tags and page title/description through to keyword and competitor analysis
 - Support to the marketing department: traffic, analytics, online surveys, user acceptance testing...
 - Conduction of email campaigns and other Search Engine Marketing (SEM) initiatives

- PROJECT MANAGEMENT**
- Created action plans, wrote business cases, requests for proposals, and negotiated contracts
 - Worked directly with cross-functional teams, interactive agencies and third-party vendors
 - Managed efforts of web team members to meet goals and complete projects on time
 - Organized and participated to multiple tradeshows (New York, Montreal, and Toronto)

- TEAM LEADING**
- Art direction: leading of several graphic designer / integrator / e-marketing teams
 - Constant focus on business growth support and cost structure optimization
 - Establishment of a complete range of operation partnerships to create a viable infrastructure
 - Operational procedures and staff training

ACCOMPLISHMENTS

- **Mediagrif:** User experience strategy, ergonomics, information architecture, wireframes and content creation for [Global Wine & Spirits](#), [Powersource Online](#), [Polygon...](#)
- **SAQ:** Realization of a B2B e-commerce platform for the: concept, wireframes, functionality...
- **Bombardier corporate site redesign:** functionality, navigation, information architecture, wireframes, functional specifications, project management, and presentation to the executive management
- **Desjardins Securities:** Headed the Internet department for 5 years
 - Complete reworking of the [Disnat](#) online trading website: RFP, third-party vendor selection, contract negotiation, user interface design, management of the platform development and implementation.
 - Operation management and constant improvement of the company other websites: [disnatdirect.com](#) and [Desjardins Securities financial Advisors](#)
 - Creation, design and content writing of the company corporate website, [vmd.ca](#)
 - Set up, trained, and managed the technical support team for the Internet clientele.
- **SunGard Group:** Headed the Web Innovation department for 4 years
 - Managed the development of a web-based workstation for financial advisors. The project involved three teams working concurrently in Montreal, California, and Utah.
 - Created the first online trading application for mobile phones (for [National Bank](#))
 - Improved several e-finance sites in Canada and USA ([HSBC](#), [National Bank](#), [TD...](#)), covering navigation, functionality, functional documentation, and graphic design

WORK HISTORY

[SAQ](#)
[Bombardier](#)
[Twist Image](#)
[Mediagrif](#)
[w.illi.am](#)
2006 – present

Internet Consultant, Web Strategist
Specialized in user experience, e-commerce and interaction design

[UXperenced.com/](#)

[Desjardins Securities](#)
2001 – 2006

Web, Director
In charge of the company e-business activities: product development and design, content management and e-marketing operations (management of a 13-person team)

[SunGard](#)
1997 – 2001

Web Innovation, Manager
In charge of the new product development for numerous Canadian and American financial institution websites (managed a five-person team)

TECHNICAL SKILLS

- Expert skills in wireframe software (Axure, Visio, Mindjet)
- Proficient in e-commerce technology and Web 2.0 applications
- Advanced HTML programming (Dreamweaver)
- Extensive understanding of front-end integration tools (CSS, JavaScript, AJAX, Flash, Flex...)
- Knowledge of all the Web dimensions (front-end, middleware, and back-end)

EDUCATION

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|-------------|--|
| 1992 | Master's degree in Management, Sorbonne University (Paris)
Marketing Major |
| In progress | PMP certification course (Project Management Professional) |
| 2006 | Certificate in e-Marketing, CMA |
| 1995 | Other: DESS in marketing, Sorbonne (Paris) |

PERSONALITY

- Creative and innovative, with solid project management skills and extensive technical knowledge
- Logical, analytical, accurate and highly strategic
- Disciplined, with strong decision making and problem solving skills
- Experience in effectively managing team members with various backgrounds and skill sets
- Excellent writing, communication and presentation skills

Extra-curricular information

- Volunteered with handicapped children at the Sainte-Justine Hospital
- Great knowledge of India

Keywords

Internet, Web, e-commerce, e-business, user experience, information architecture, usability