

JEREMY DESROCHES

*5290 William Head Road Victoria BC, V9C4H5 Canada*

interaction designer & technical writer

EXPERIENCE

*Independent Co-founder & Service Designer*

*2 years Collaborating with a Creative Director to start a new business and deliver client services*

*December 2012 – Present* Directing customer and business research to develop a service for creative professionals.

Leading client interactions with small businesses and non-profits for consulting projects

*Central 1 Credit Union Senior Interaction Designer*

*1 year, 4 months Principal designer for web and mobile banking apps. Advocate for customers and clients.*

*January 2013 – April 2014* Introduced qualitative research and usability testing methods with credit union members

*Vancouver, Canada* a company first. Directed design of an all-new mobile banking app concept, mentoring a junior interaction designer. Used research to refocus personal finance tools on customer needs. Supervised updates and releases for over 50 iOS and Android app clients

*Getty Images & iStockphoto User Experience Designer*

*1 year, 5 months Drove customer and business research for mobile services and enterprise web app design.*

*January 2011 – May 2012* Led customer surveys and interviews, strategy workshops, and conceptual service design

*Calgary, Canada* leading to Thinkstock for iPad. In a team of designers, researched, planned, and designed all-new web apps for editors and contributors. Introduced and facilitated agile story storymapping workshops for experience planning and prioritization. Mentored junior designers

*Pason Systems User Experience Designer & Technical Writer*

*2 years, 10 months Pioneered customer-focussed design and research methods for embedded drilling rig apps*

*March 2008 – January 2011* Introduced and refined usability testing, customer interviewing, and iterative design methods. Designed new interface layout, functionality, and style for an embedded app

used by rig crews and geologists. Provided pixel-perfect specifications and assets for low interface development. Wrote and maintained technical documentation.

EDUCATION SKILLS & DELIVERABLES

*Bachelor’s Degree Customer & Business Research*

*Applied Technical Communication* internal interviews and discovery workshops

*Mount Royal University, 2009* quantitative survey planning and analysis

qualitative customer interviews and observation

*Language* usability testing, reporting, heuristic evaluation

*Native English speaker (Canadian)* analytics review and experiment design

*Professional technical writer*

*Events Service Design & Facilitation*

*IA summit 2014* qualitative affinity maps and spectrum modeling persona

*Asymconf 2012* persona development and scenario creation

*UPA 2010 & 2009* customer journey maps and storyboarding jobs-to-be-done and goal-orientation analysis service prototypes and experience walkthroughs

*Training* agile story-mapping and planning workshops

*DHSI assistant design instructor*

*Cooper interaction design practicum*

*Advanced usability testing methods*

*Drawing & Prototyping*

pen & paper, balsamiq, sketch, omnigraffle, flinto

*Interaction Design Deliverables*

information architecture diagrams signature interaction frameworks hierarchy

andlayout wireframes task ordering and flow charts motion and depth prototypes

colour & typography style guides copy and technical writing design & functional specifications