



# Product Designer

## Portfolio

### 2019

# Hello,

## I'm Vince Bouchard

A passionate Product Designer specializing in UX, Visual Design and Prototyping.

## Welcome to my portfolio

**This is about:**

- A Graphic Designer skilled in wireframe and user flows.
- A Certified Usability Analyst in user-centered-design
- A human factors specialist in interactions and ergonomics.

# I'm almost unique.

I know what you're thinking, now that's a bit of an odd statement to kick this all off with - but it really is true.

For over 20+ years now I have been working within the online industry and during that time I have designed, developed and managed more than 65+ websites, mobile and software projects.

Since, I became a senior product designer in user experience and user interface. I have also worked across multiple team positions, such as Director of Web Development to SEO Analyst, from Web Designer to Usability Analyst. During which, I've come to realize that versatility and hands-on experience is the most important ingredient of being a great UX specialist. As well as understanding the user & client, but also understanding the way technology works best for them. By having empathy, humility and the ability to communicate clearly and visually, I was able to deliver many awards winning products.

With all this wide-ranging experience is why I feel - I'm almost unique.

## General talents and abilities

- 14 years of user experience specialist
- 19 years of web development experience
- 20 years of experience in graphic design

### Languages

French (excellent), English (advanced)

### Mastering

Adobe Creative Suite, Axure RP, Sketch, Invision, Microsoft Office, HTML5, CSS3, Bootstrap, Analytics, Wireframing, UX, UI, Graphic Design, responsive design, usability testing, AGILE methodology or WATERFALL.

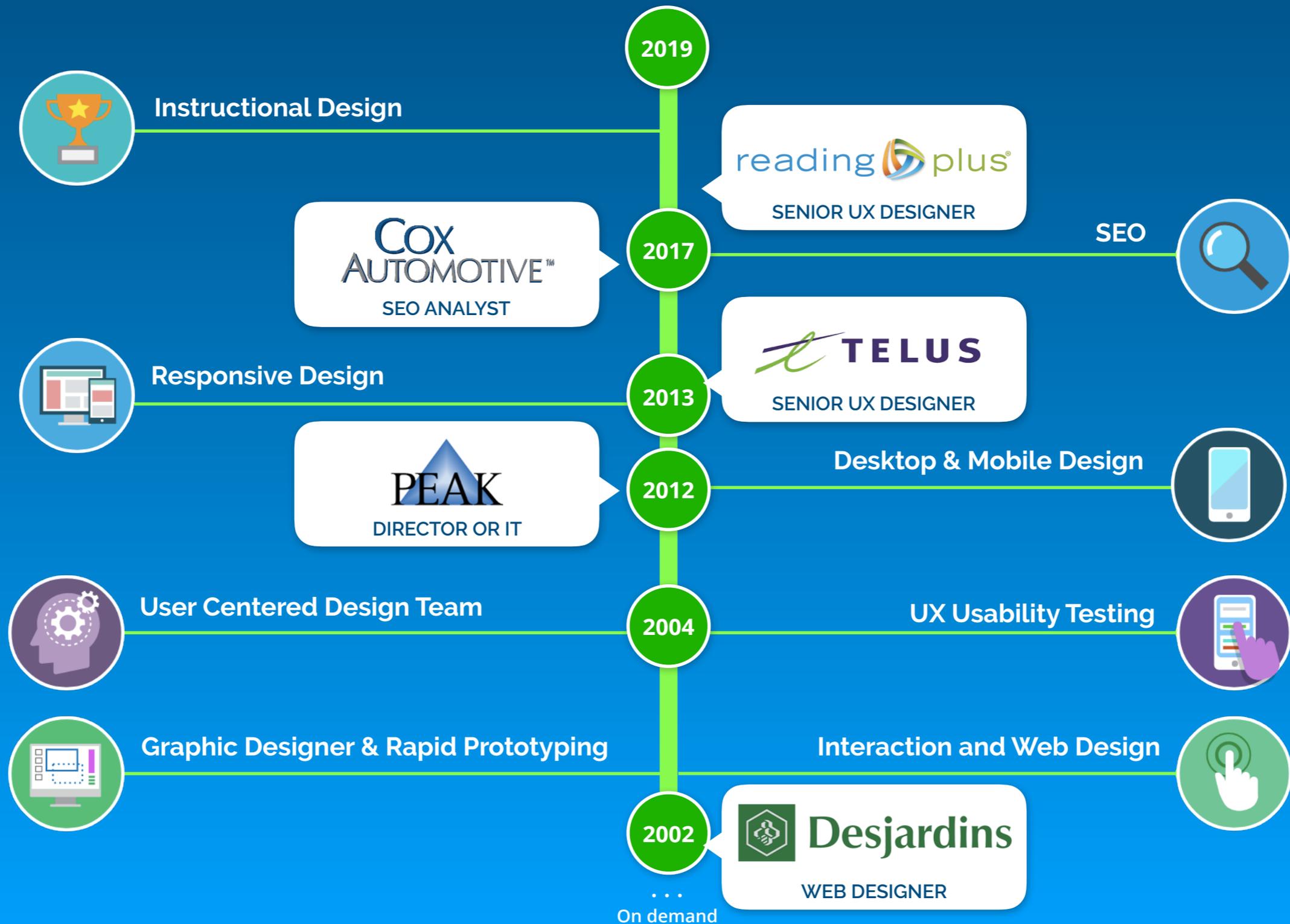
### Personal skills

- Excellent interpersonal skills to motivate people
- I am a team player when working towards a common objective.
- High level of professional maturity and judgment
- Good leadership and project management skills.
- I am results oriented
- I require caffeine to operate at optimal performance.



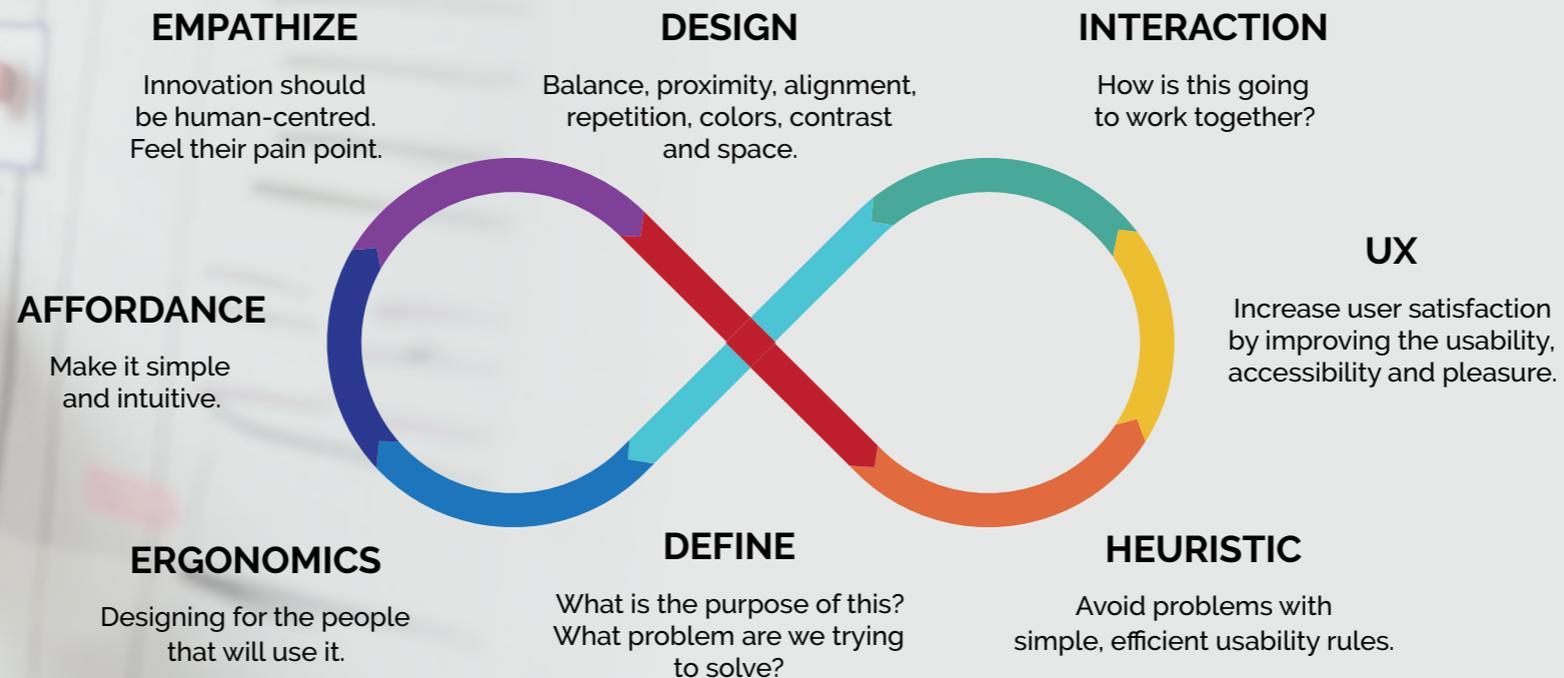
# 20+ years in the making

A brief outline of my UX career history and skill sets.

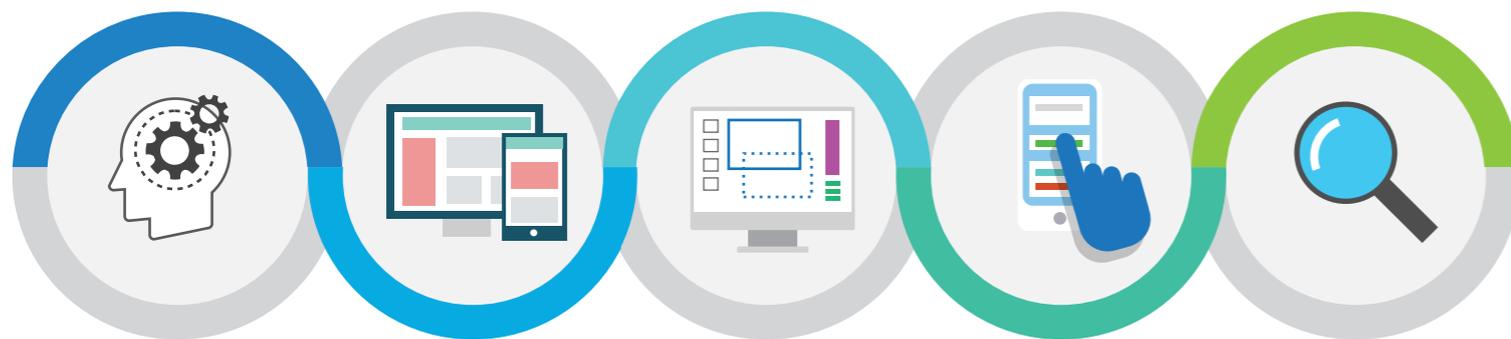


# Design Thinking

Demonstrating my thinking behind the process



## My UCD Approach



**Research**  
Define user requirement & analyze business goals

**Design**  
Design wireframes, interactions, workflow, IA, navigations & personas

**Prototype**  
Develop & test dynamic prototypes for usability

**Test**  
Review product design with customer and business

**Review**  
Analyze results, KPI, Analytics & Feedbacks

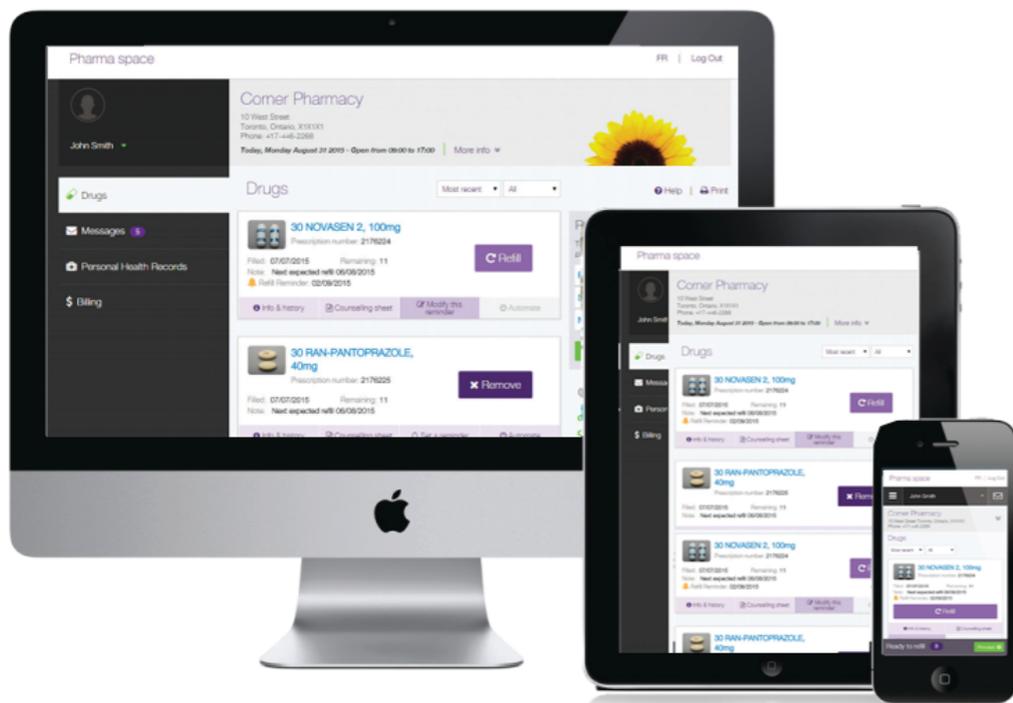


# Desktop, Web and Mobile

Multi-platform experience

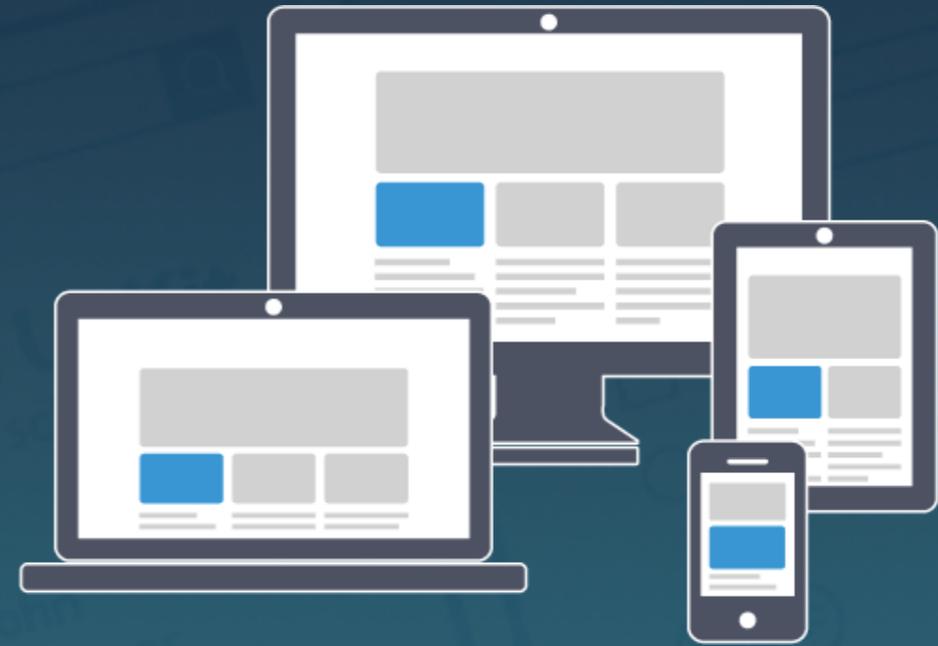
Mobile technologies are more and more embedded into the fabric of peoples' everyday lives, I have specialized myself in designing user experiences for an increasing range of mobile devices.

I also have hands-on experience with Desktop application. Understanding the context and environment in which these devices are used, the difference that a touchscreen makes to interactions and even the different relationship that people have with their desktop compared to their laptop or mobile device.



# Responsive Design

Understanding how flexible layout work



As responsive design is becoming the defacto means of supporting multiple devices, I've become well versed in creating more modular designs and understand how responsive layout work.

I have a lot of experience of what is possible with CSS media queries and bootstrap CSS toolkit integration.

As designs become more fluid and responsive, there is a greater need to understand the techniques and mechanisms that are used to deliver and transform content.

# Graphic Designer & Rapid Prototyping

Rapidly test your ideas

Creative artist with a good mastery of drawing, computer graphics and visual art. I can intervene at different stages of the project by preparing preliminary mockups to visually illustrate ideas. Rapid prototyping might also be a simple paper sketching or more elaborate interactive Axure prototype.

The ability to develop and test prototypes at rapid rates of iteration lets you “test” new products, get user feedback and make improvements without ever “making the product” until you have things just right. This can be a very valuable way of making a small budget go a long way.

It also allow to test concepts with usability testing with users or getting quick approval from the business. I also use prototype to provide technical specifications that I can share with the engineer during development phase.



# Web Designer & Programmer

This is where it all started

Expertise in new web and mobile technology, 65+ Websites as a developer and designer. Promotional site, e-commerce, transactional, brokerage, mobile and web application. HTML and CSS have no secrets for me. I can plan, create and code web pages, using both non-technical and technical skills to produce websites that fit the customer's requirements.

I was introduced to UX because I started my career as a web designer and got involved quickly in the technical and graphical aspects of pages, producing not just the look of the website, but determining how it works as well. I am also a consultant part-time on smaller Web projects.

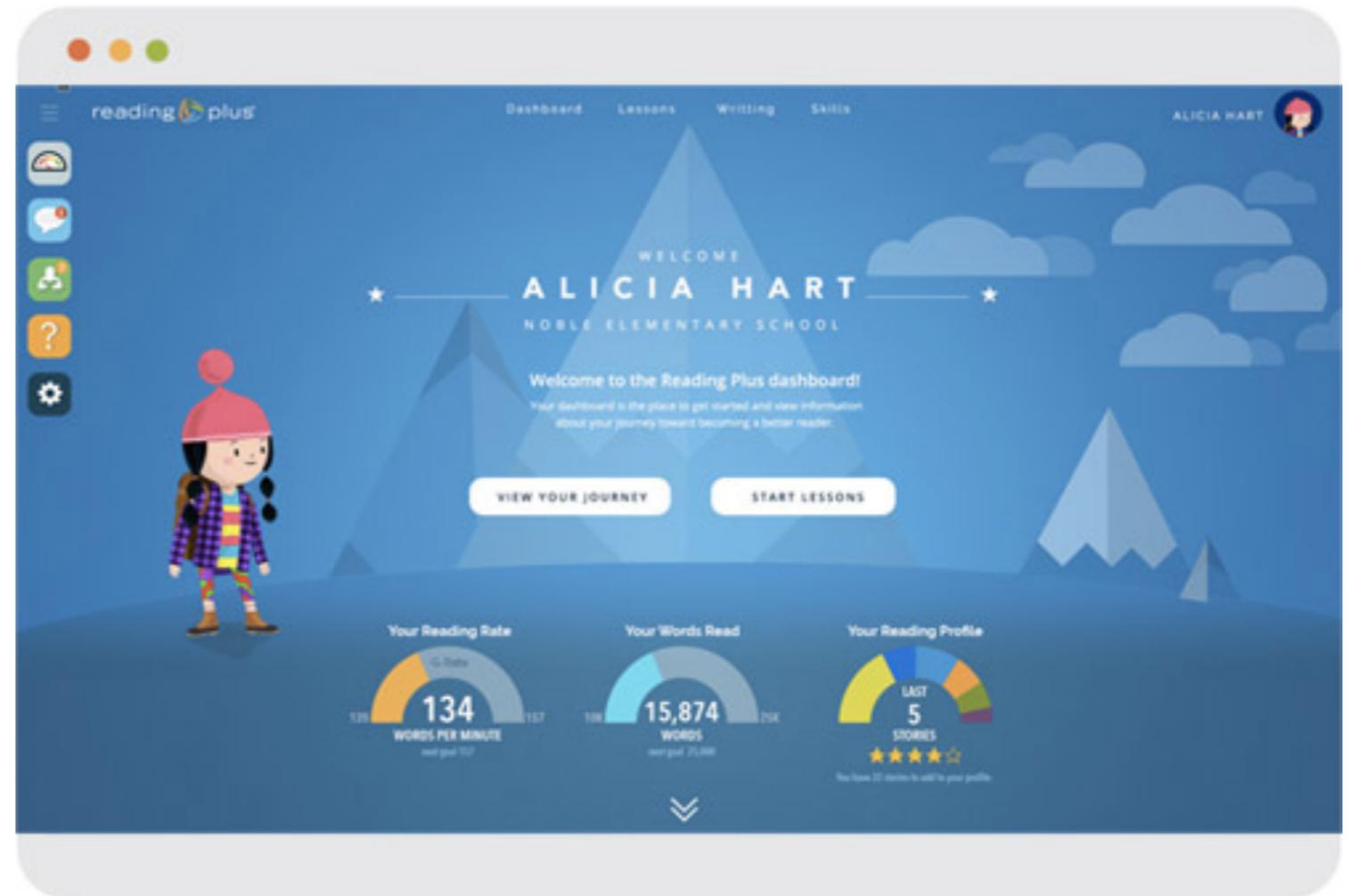
# UX portfolio

## Student experience Web app

2017-18

### Senior UX Designer

- Design usable, accessible, and engaging web experiences for teachers and students.
- Build end-to-end working prototypes with Axure to communicate and test UI designs.
- Conduct usability session with teachers and students respecting a strict protocol.
- Interacting with customers for user feedback and satisfaction.
- Translate UX research into design recommendations and UX requirements.
- Create and maintain style guideline.
- Effectively communicate and collaborate with cross-functional teams to maintain UX standards.



### ABOUT THE PROJECT

At a time when 70% of non-proficient readers have difficulty to read, I was involved in creating a new generation of silent reading Web app to give students a true learning experience. The school prides themselves on offering a truly unique on-campus educational program that helps students in their reading fluency. With a long history of success and a much proven software, I was up to the challenge.

### MY ROLE

I was the lead UX designer on this project. Having a background in finance, banking & health care industries, this project was exciting for me, especially since the education system was new to me. But making an interactive Website was no secret to me. Taking cues from all the stakeholders and conducting user interviews, I wanted to design a platform that was highly interactive, feedback-oriented, and individualized.

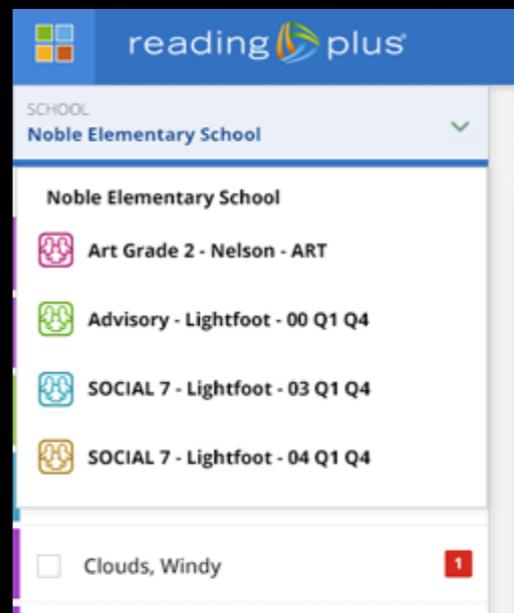
### DISCOVERY PROCESS

Our initial discovery process informed the design of the experience and influenced the initial roadmap and digital strategy. I completed an analysis of the top competitors in the silent reading space, as well as some recent innovators who were disrupting the online education domain.



# UX MISTAKES

Sometime, even when you think you figure it all out, usability testing will tell you otherwise.



In this case, I was thrown into a project that was already released to customers and users couldn't figure out how to use the main navigation. On a short notice, I was able to get my hand on business requirements documents, interviewed stakeholders and try to understand why it was falling. I was told that the menu should allow you to go back and forth and side way all the time.



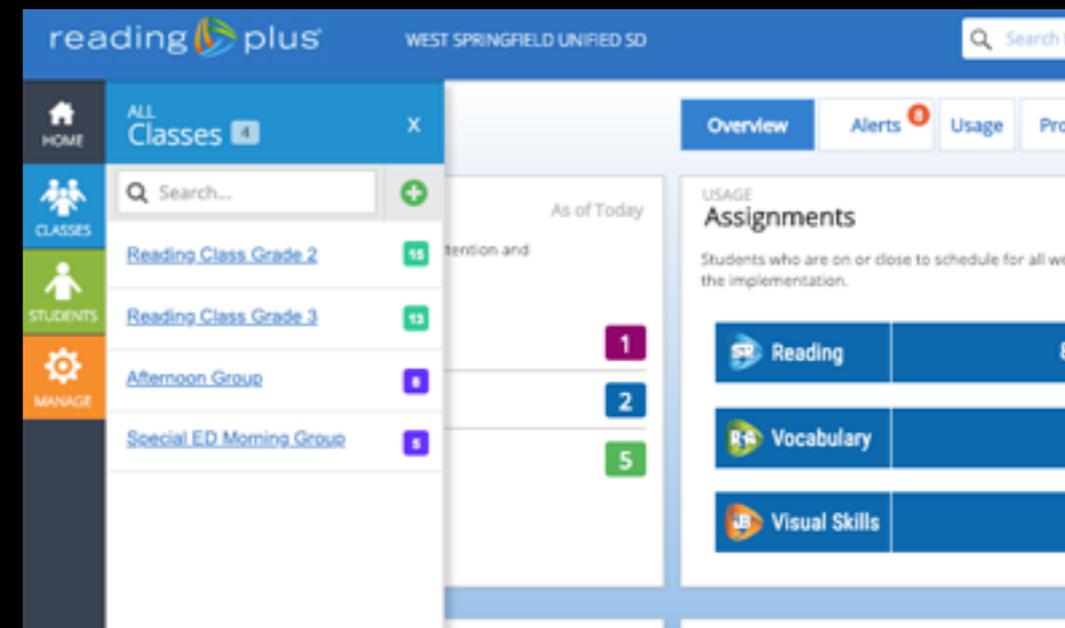
I came up with a couple of ideas that was covering the complexity of the IA and though that I had a winning approach.

I worked on a hi-res prototype that was simulating the navigation patterns with full interactivity and feedback. I even added extra affordability by proposing a breadcrumb on each page. We flew to Florida and did onsite visit to present the prototype to users.



Upon the first few usability test, we realize that users were struggling to understand the multi-level contextual menu and mostly used the breadcrumb or the home button to start from the top. Our understanding how typical user think was wrong. They are not content driven but more task driven.

After the first day, we brainstormed in the hotel lobby and started to make change to the prototype for the next day. We decided to do an A-B testing to confirm our suspicions. Already, the first few results where positive. Users were using the menu to navigate between pages and reports. At the end of the day, I was reminded a basic UX factor: **Think like your users, not like you want them to think.**



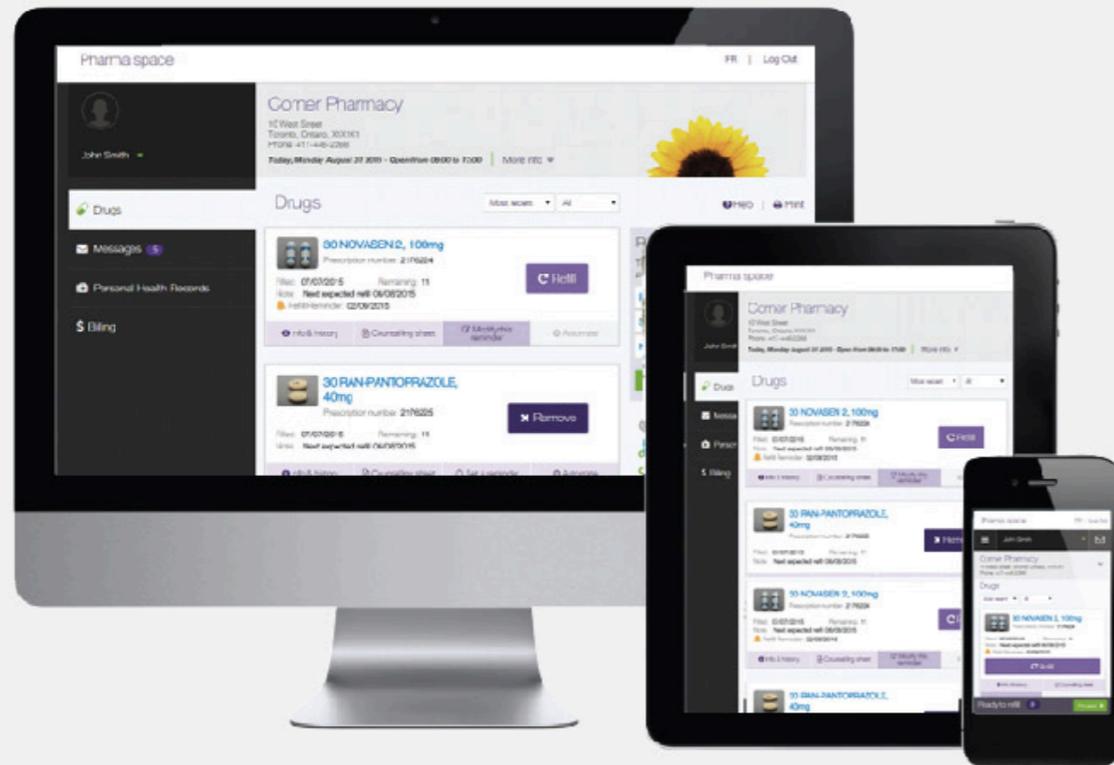
# UX portfolio

## TELUS HEALTH Online Prescription Renewal

2013-17

### Senior UX Designer, UI engineer

- User experience and interface design specialist;
- Web designer, mobile responsive website design;
- Design Research, Prototyping, Wireframing, Usability Testing Protocol,
- Implementation of Adobe analytics, Metrics & Analytics;
- Web Development in .NET, MVC, jQuery, Bootstrap, HTML 5, CSS3.



### BUSINESS CHALLENGES

Visitors were not converting into new customers. The process of enrolling and renewing a drug prescription online was too long and not intuitive. The adoption rate was very low. Website was base on old html technology.

### MY ROLE

I led the design of the New generation of the Online Prescription Renewal Platform on iOS, Android, Desktop and Web since the outset of the project in July 2012. Up until December 2016, I led efforts to evolve the service and address customer pain-points related to the browse and discovery experience.

### CUSTOMER INSIGHTS AND IDEATION

I partnered with three project managers and product owner to uncover insights and translate concepts into features that address customer behaviors and motivations. Made multiple visits in Pharmacies to validate concepts.

### USABILITY TESTING

I was part of a large group of UX designer where we had access to a usability lab, where paid users would be coming to test our concepts.

My main task was to identify usability problems with a design as early as possible, so it can be fixed before the design is implemented. As such, usability testing was often conducted on prototypes rather than finished products, with different levels of fidelity.

In a typical usability test, I would be directing the test participants (remote or in person) in a series of recorded tasks that were identified previously in a test case scenario for the design. Analyzing the results and making iteration on the spot was also part of the routine.

# Online Prescription Renewal

2013-17

## DESIGN EXECUTION AND VALIDATION

Our initial discovery process informed the design of the experience and influenced the initial roadmap and digital strategy. I completed an analysis of the top competitors in the silent reading space, as well as some recent innovators who were disrupting the online education domain.

## EXPERIENCE STRATEGY AND VISION

I designed down in Axure a prototype for mobile and Web responsive. I executed multiple iterations of wireframes, prototypes and design specs before validating with the client. I was the prime designer for coding the responsive design html & CSS with Bootstrap framework. Usability testing was required at a certain point to validate certain concepts. With my background in Web analytics and SEO, we have implemented a strategy to measure usage with metrics and A-B testing.

The screenshot displays the EcoPharmacy web application interface. At the top, the EcoPharmacy logo is on the left, and a search bar and user profile (John Doe) are on the right. Below the header, a navigation bar shows tabs for Patient, Profile, RX, Complementary Info, Appointments, Lab Test, History, and Notes. The Patient profile for Kimberly May Williamson is visible on the left sidebar, including contact information and address. The main content area is divided into sections for Ordonnances (22/33), En attente (1/8), MVL (1/1), and Référence (1/1). A table lists three prescriptions: COUMADIN 1MG COMPRIME, CORDARONE 200MG COMPRIME, and ANUSOL HC 0.5+0.5% POM. RECTALE. The RX Details panel on the right shows fields for En attente, Cessée, Numéro de Rx, Attribut de la Rx, Date prescrite, Date de service, and Expiration de la Rx. A sidebar on the far right shows the product details for COUMADIN, including force (1MG), forme (COMPRIME), and ingrédient (warfarine).

## PEAK Financial Group Mobile Financial Planner

2012-13

---

### Development Director of Information Technology

- Web Application and Mobile IOS development team manager.
- Budget management, project management and client relation.
- Art Director and UI Designer.
- Running usability testing & focus group with financial advisor.
- Manager of a team of 4 developers and offshore consultants.



### BUSINESS CHALLENGES

With a network of more than 1000+ financial advisors, managing 500K clients and 2B in assets, going paperless was a challenge that we needed to solve. A smart way to save a tons of paper but also increase the time of process to open accounts or change client financial profile. Financial Advisor would be provided with Ipad with the PEAK financial app installed and they would use it when meeting with customers. All the data would be saved real time in our data center.

### MY ROLE

I was hired as the Development Director of a small team of IOS Developers. But I was also managing a team of offshore consultants. At that time, we were working with the 2nd generation of Ipad. Technology was still limited. After defining the business and technological requirements and limitation, I decided that the best cost effective was going to go with an hybrid approach. A native IOS container with native functionalities including Web views that will run PHP web page forms. At the end, the deployment process was much easier and easy to maintain

### CUSTOMER INSIGHTS AND IDEATION

I partnered with three financial advisor and product owner to uncover the reality on the field and the limitation of the device. We quickly figure out that filling a complex financial form on a tablet could be long, painful and frustrating. Multi user test and interviews were very beneficial before the design phase so I could come up with a simplified process. We did had to adjust the UI to accommodate the size of the device.

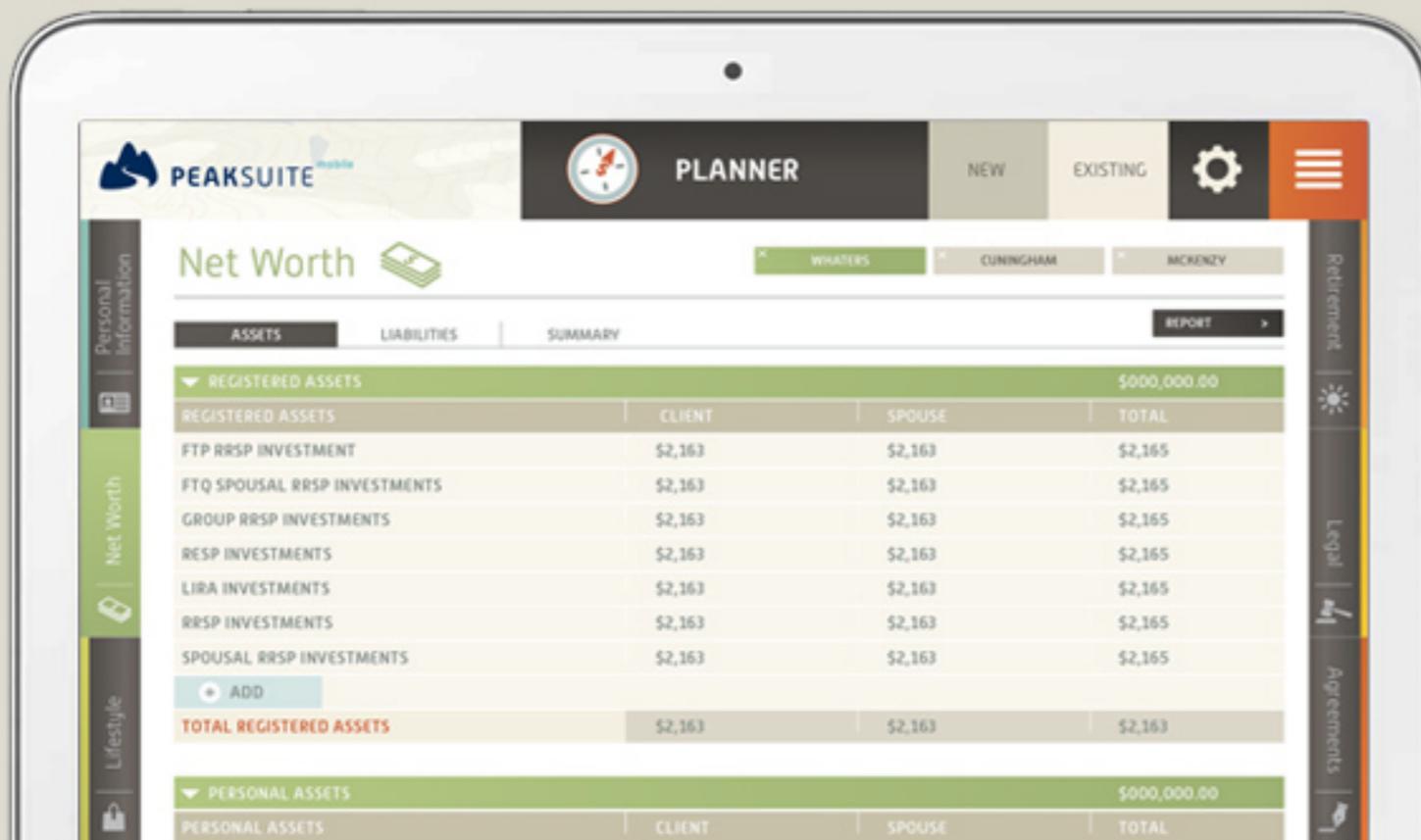
# Mobile Financial Planner

2012-13

## DESIGN EXECUTION AND VALIDATION

I started to sketch a complex diagram of flows and tasks for each steps of the workflow. After creating high fidelity mockups and defining UI interactions, we started right away coding. This helped quickly to test ideas, gain alignment and drive decision-making. Our initial discovery informed the design of the experience and influenced the initial roadmap.

As soon that we had a working prototype, I was going on the road to test with users and was sometime doing real time changes with the team remotely. Most of the frustration was coming from assumptions that we thought that we could have full control of the device. Unfortunately, Apple was not going to make it easy for us to achieve simple task. The project was run on a thigh deadline. The launch of the mobile app was going to coincide with the annual financial advisor conference. We were able to release the BETA version the night before in my hotel room.



## THE REVIEW

After reviewing the success and failure of an audacious vision. We were very happy with the decisions we've made. The word spread quickly across the industry and other competitor came out with their own version of the financial app. I think it was still to early for a mass adoption since most of our users was still trying to get familiar with the idea that mobile device was going to replace paper and make their life easier. I got so many thanks in person from those who decided to embrace the transition. Finally, they would not have to carry that big case of paper anymore!!



# UX portfolio

## Desjardins.com - Online Banking

2002-12

### Web Analyst, UX UI Designer

- UI Designer for the new generation of Desjardins.com site.
- Web UI wireframe & prototype with Axure.
- Create and manage usability testing and usability protocol.
- Translate UX research into design recommendations and UX requirements.
- Create and maintain style guideline.

### Disnat Online Brokerage - Montréal, QC June 2002 to 2011

- Development of trading platforms & Web application.
- Advertising campaign web and print.
- Content management and services from suppliers.
- Web designer, xhtml website design, dhtml, asp, .NET, Flash.
- Specialist and Web analytics. (Omniture, Google analytic, Adwords, SEO)
- Create and maintain technical specifications.campus educational program that helps students in their reading fluency. With a long history of success and a much proven software, I was up to the challenge.

UCD specs documentation that I was maintaining during the project in 2010

**4.0** Méga menu À propos de Desjardins

**SPÉCIFICATIONS**

NOTE GÉNÉRALE  
Non authentifié

**5. Bouton À propos de Desjardins:**  
Type de composante: Menu de navigation persistant

Ce bouton est un élément de la navigation principale. Il est le dernier élément de la liste d'options du «Menu principal».

Lorsque l'utilisateur cliquera sur cette sélection le système:

- Surignera la sélection choisie
- Affichera un «Mega menu» avec un bouton « Fermer ». Ce bouton sera situé en haut à droite du «Mega menu».
- Affichera le niveau deux de la navigation « onclick ». Les 3 ième et 4 ième niveaux seront affichés en même temps avec la fonction « Rollover ». Notez qu'il faudra ajouter une zone de tolérance (en 2 ou 3 secondes) afin d'optimiser les déplacements diagonaux, donc le passage du 2 ième niveau au 3 ou 4 ième niveau.

Se référer à la dernière version de l'architecture d'information.

Notez que toutes les options de sous niveau seront placées dans la partie visible de l'écran. Finalement, le système pourra afficher une zone promotionnelle directement dans le «Mega menu».

**7.0** Moteur de recherche

Diagramme d'interaction

**SPÉCIFICATIONS**

NOTE GÉNÉRALE  
Non authentifié

**9. Moteur de recherche**  
Type de composante: Champ texte

Cet élément fait partie de la navigation d'entête. Notez que cette navigation est cohérente et persistante à travers le site.

Notez qu'un bouton rechercher (ou une loupe) ainsi que le libellé "recherche" seront présent à l'extérieur du champ de saisie afin de se conformer aux exigences d'accessibilité. Cette fonctionnalité (Valider avec le document « Tableau caractéristiques et besoins du moteur de recherche ») sera:

- o transverse aux propriétés web de Desjardins (une recherche fédérée). Dans ce sens, la recherche permettra de rechercher dans tous Le système affichera également en dessous des deux premiers éléments les éléments trouvés avec l'orthographe mal orthographiée.  
( voir le schéma d'interface « Résultats de recherche- erreurs d'orthographe »).
- o Proposera des contenus potentiellement connexe (table d'équivalence) lorsque que la requête égal 0.  
( voir le schéma d'interface « Résultats de recherche- Requête égal 0 »).

# Desjardins.com - Online Banking

2002-12

## BUSINESS CHALLENGES

The Desjardins Group is the largest association of credit unions in North America. In 2010 the project of merging 5 websites of 10 different branch in one unique portal for the customer was started

## MY ROLE

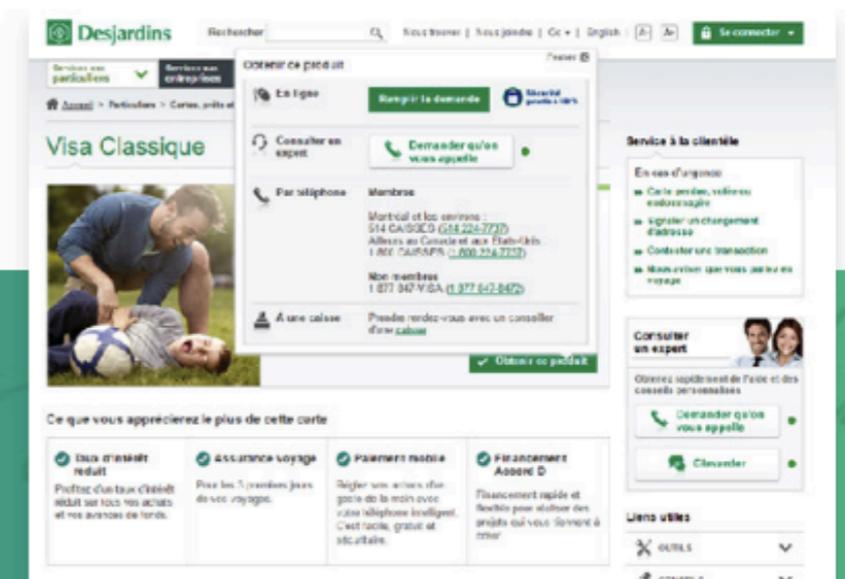
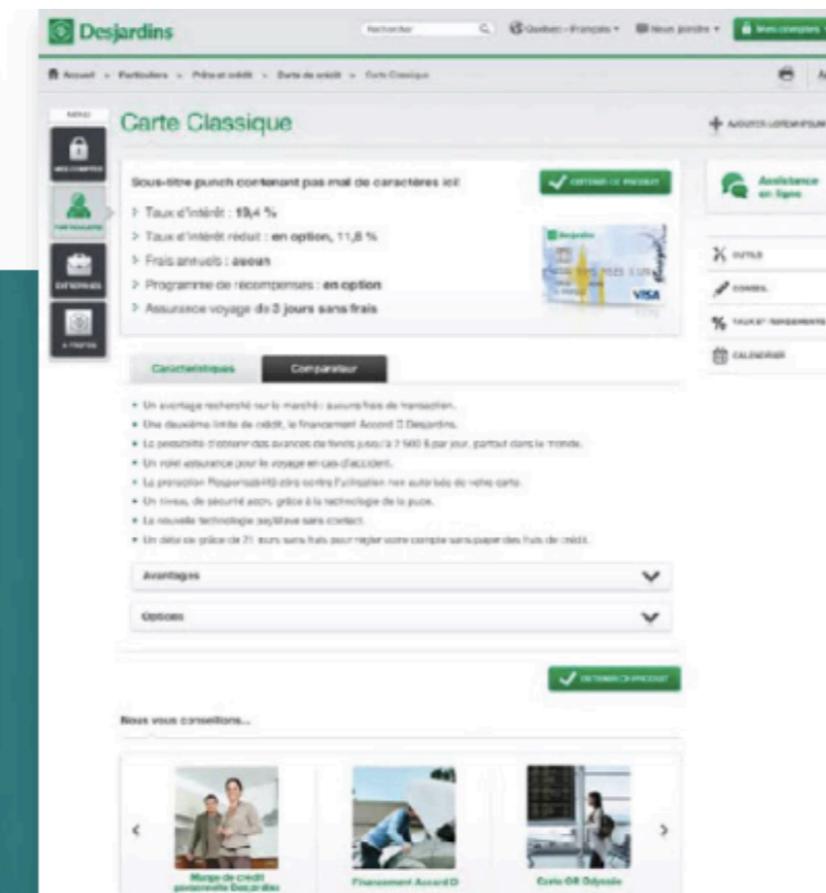
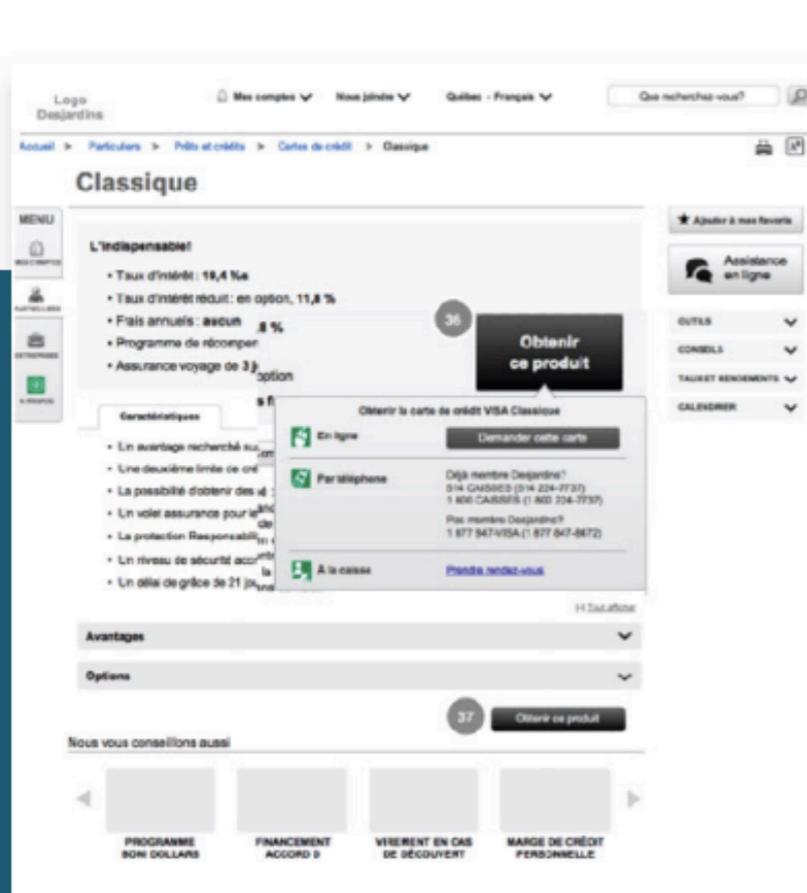
After been involved as the prime UI designer for 8 years on the new generation of Online Brokerage Website, I was hired by the UCD team to be part of a team of 8 Certified Usability Analyst were I was the UX Project manager for the Desjardins securities division.

## THE APPROACH

As the UXperts, I was responsible for creating logical and intuitive structures for the websites. My goal was to obtain an efficient, usable and conversion-optimized experience. To this end, I needed to analyze and define the user & content requirements, define the site structure and create wireframes and specifications to describe the intended user experience.

## THE PROCESS

Visually depict scenarios with storyboards. The storyboard showed the context, the problem, the user's fears / motivations, and how the problem will be solved. I use tools like Axure to quickly create these storyboards and workflow diagram to validate the concept with the client.



# Achievements and Awards

## Mercuriades 2015

I was lucky to work on a project where my work was showcased for a prestigious award in QC Canada. At this time, I was the main UX Designer who built and coded the UI for a responsive mobile Web application that allowed users to renew their drug prescription online. One of the first one at that time. TELUS Health with Pharmaspace was rewarded for winning Innovation award at the 2015 annual Mercuriades, the most prestigious competition designed to recognize the excellence and know-how of Quebec-based businesses.



## J.D. Power & Associate

When I was mandated by Desjardins Securities to redesign the online brokerage trading website in 2005, we entered a long journey of trying to make complex interactions easy. Technology wasn't flexible like it is today. After a couple of years, of efforts and user test, we obtained the highest level of investor satisfaction among online discount brokerage firms in Canada according to J.D. Power and Associates. Of course, it wasn't all about me, but part of the survey was related to the tools and use of the product. It was so good, that we receive it for 3 consecutive year in a row!



## Cercle of Excellence

Well this one was kind of sweet. When working for Disnat Online Brokerage, the brokerage arm of Desjardins Securities, I was voted "Ambassador of the Circle of Excellence". I received this mention two time in 10 years. These mentions were celebrate every year in a special Gala night. It is always a privilege to get nominated by your colleague.



# Thank You

**Vince Bouchard**

Senior UX Designer

<http://vincebouchard.com>

[vinbouchard@yahoo.com](mailto:vinbouchard@yahoo.com)

**802.782.2213**