Vincent Bouchard

UX & UI Specialist

Portfolio

2018

Who I am?

Since I graduated as a Graphic & Web Designer, I have participated and worked on multiple projects such as Web, Mobile and Software Development. I grew up in these fields specializing myself in new technologies, Web site development, desktop & mobile application.

With 20 years of experience, training & more than 65+ Web sites done, I became a senior designer in user experience (UX) and user interface (UI). I firmly believing that UX design is first and foremost about solving problems and understanding users. This is why I dedicated my career to working closely with great companies, making sure we deliver delight to their customers at every step of interaction with their product.

I work closely with your team, your customers and your stakeholders to make sure that we deliver exactly what they need, while keeping an eye on your business goals & objectives.

If this sounds exciting, get in touch.

General talents and abilities

• Advanced knowledge of software on PC and MAC environment
• 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, Omingraffle, HTML5, CSS3, Jquery, Bootstrap, Adobe & Google Analytics, Microsoft Office (Powerpoint, Excel, Word, Access, VStudio), AGILE methodology or WATERFALL.

Personal skills
• Multiple skill, makes for ease of adaptability;
• High level of professional maturity and judgment;
• Excellent interpersonal skills to motivate people;
• Strong analytical skills;
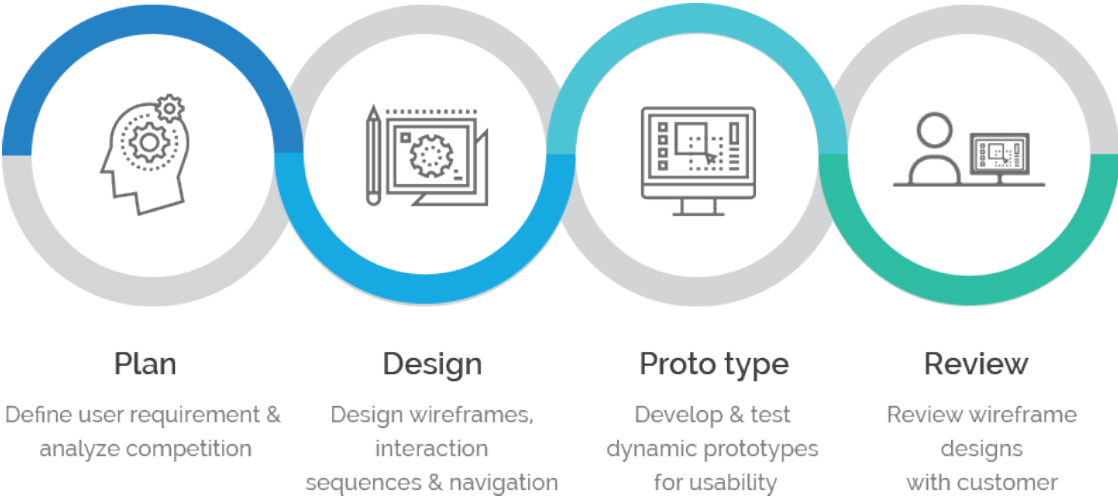• Results oriented;

UX skills

INTERACTION & PRODUCT DESIGN

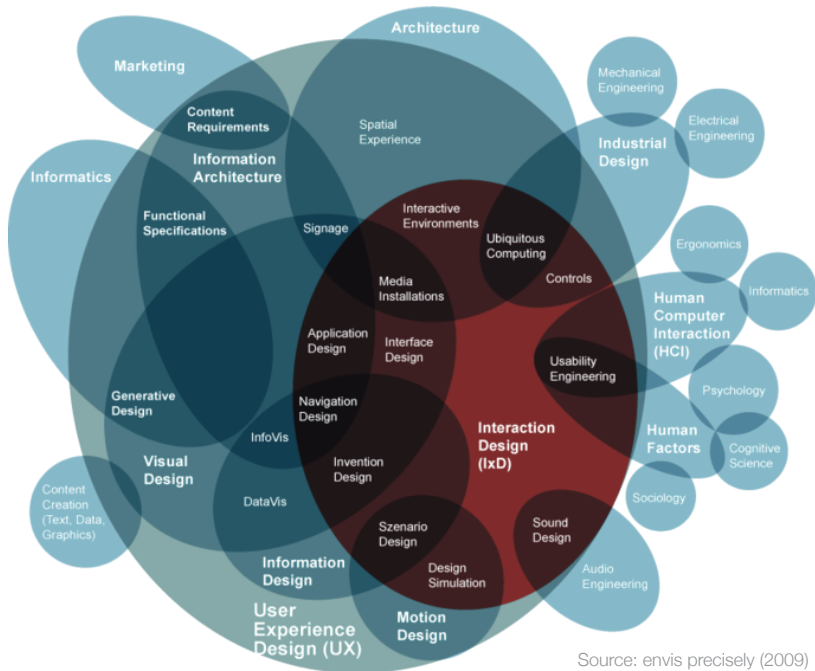I like to not only focus on how a product looks but also how it works. I consider all touchpoints a user has with the offering. From acquisition to conversion. Moving people through the experience, and making people feel good about the interaction. I understand UI standards and conventions and am capable of envisioning the dynamic nature of the product and the functional flow. I understand interdependencies, requirements, constraints and be able to take a step back to see the big picture and clarify how everything fits together.

I am a deep thinker.

Source: envis precisely (2009)

Plan
Define user requirement & analyze competition

Design
Design wireframes, interaction sequences & navigation

Proto type
Develop & test dynamic prototypes for usability

Review
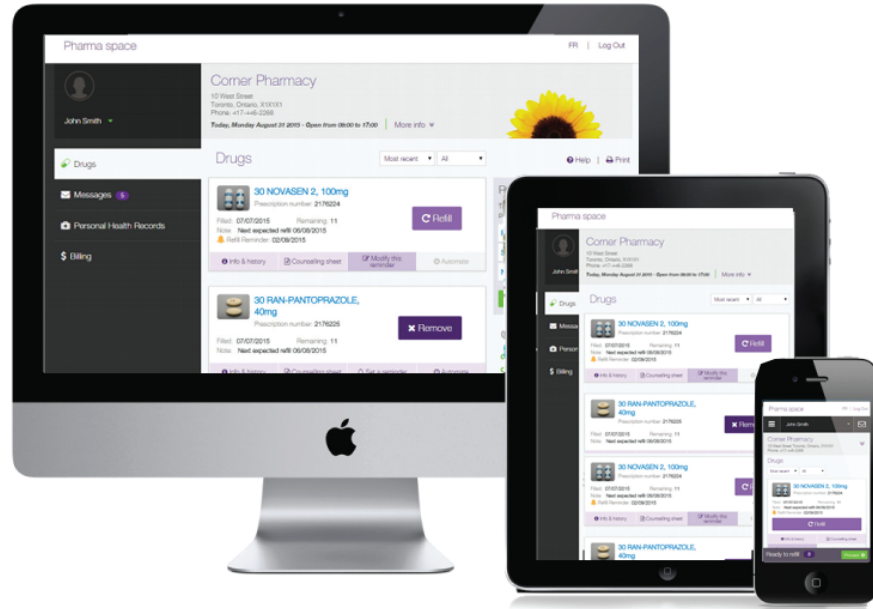Review wireframe designs with customer

USER CENTERED DESIGN & BUSINESS SKILLS

My UX design success comes from really understanding the users. From understanding their needs and from altering designs based on their feedback. By understanding the UCD process, and the environment in which you are developing, you will determine the tasks you perform and the order in which you perform them. I am also comfortable delivering presentations, writing business cases, dealing with key business stakeholders or clients and handling the inevitable politics within most organisations.

DESKTOP, MOBILE & TABLET DESIGN

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. Understanding the context mand environment in which these devices are used, the difference that a touchscreen makes to interactions and meven the different relationship that people have with their phone compared to their laptop.

RESPONSIVE DESIGN

As responsive design is becoming the defacto means of supporting multiple devices, I've become well versed in creating more modular designs.
I have a lot of experience of what is possible with CSS media queries.

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

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 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.

WEB DESIGNER, PROGRAMMER

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.
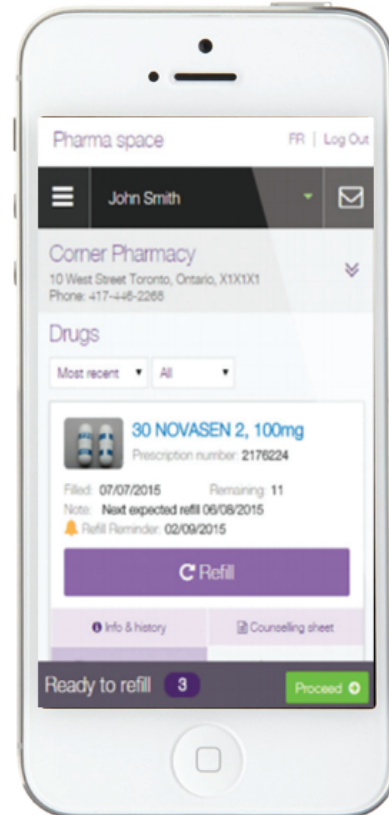
I was introduce to UX because I started my career as a web developper and got involved quickly in the technical and graphical aspects of pages, producing not just the look of the website, but determining how it works as well. I am also responsible for the maintenance of the web site.

UX portfolio

TELUS HEALTH   2013-2017

UX UI Designer, Programmer Analyst

• User experience and interface design specialist.

• Web designer, mobile responsive website design.

• Design Research, Prototyping, Wireframe, Usability Testing Protocol.

• Implantation 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

EXPERIENCE STRATGY AND VISION

I created frameworks and prototypes to share the vision, design principles and workflow strategy. This helped to evangelize ideas, gain alignment and drive decision-making.

DESIGN EXECUTION AND VALIDATION

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.

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 usability with metrics and A-B testing.

UX portfolio

DESJARDINS GROUP   2002-2012

Web Analyst, UX UI designer

- Development of technical specification.

- UI Designer for the new generation of Desjardins.com site.

- Web Interface Creation wireframe prototype with Axure.

- Participation in usability testing and usability protocol.

- Project Manager & Implementation

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)

- Creation of technical specifications.

- Web Development Project Manager.

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.
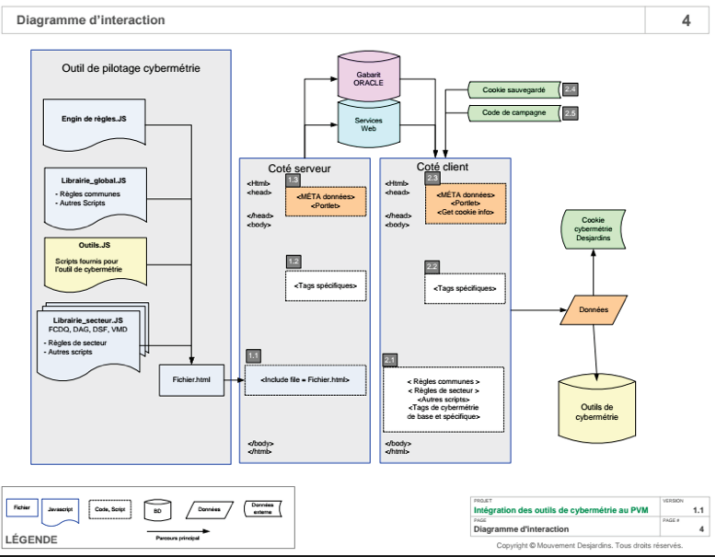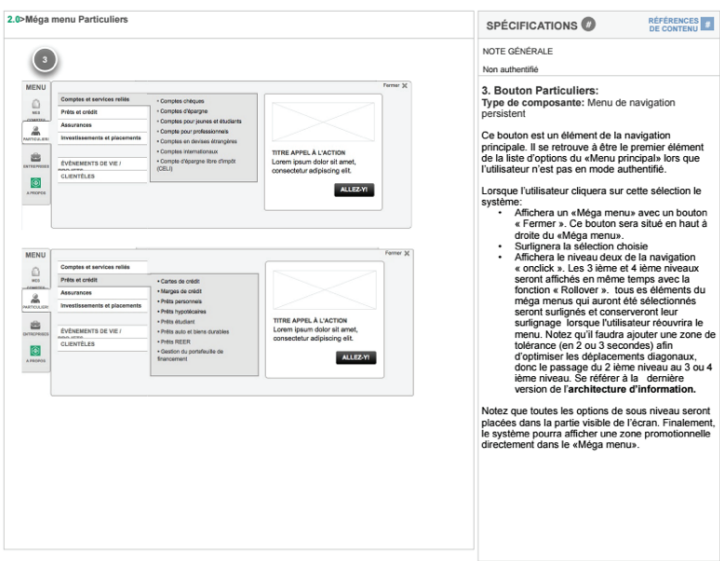
MY ROLE

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 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-optimised 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.
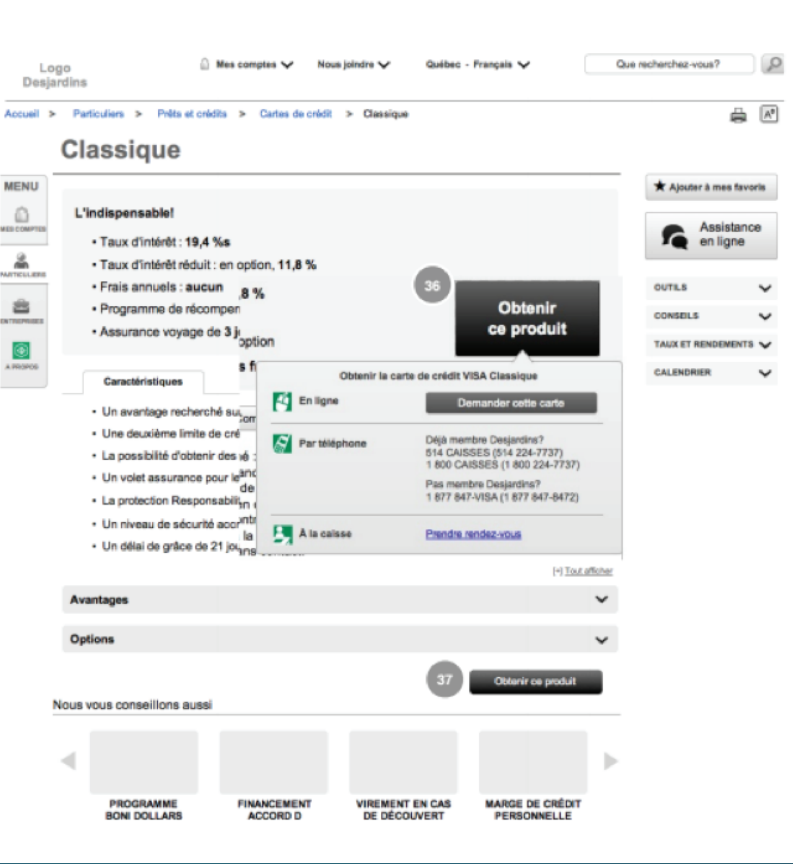
UX portfolio
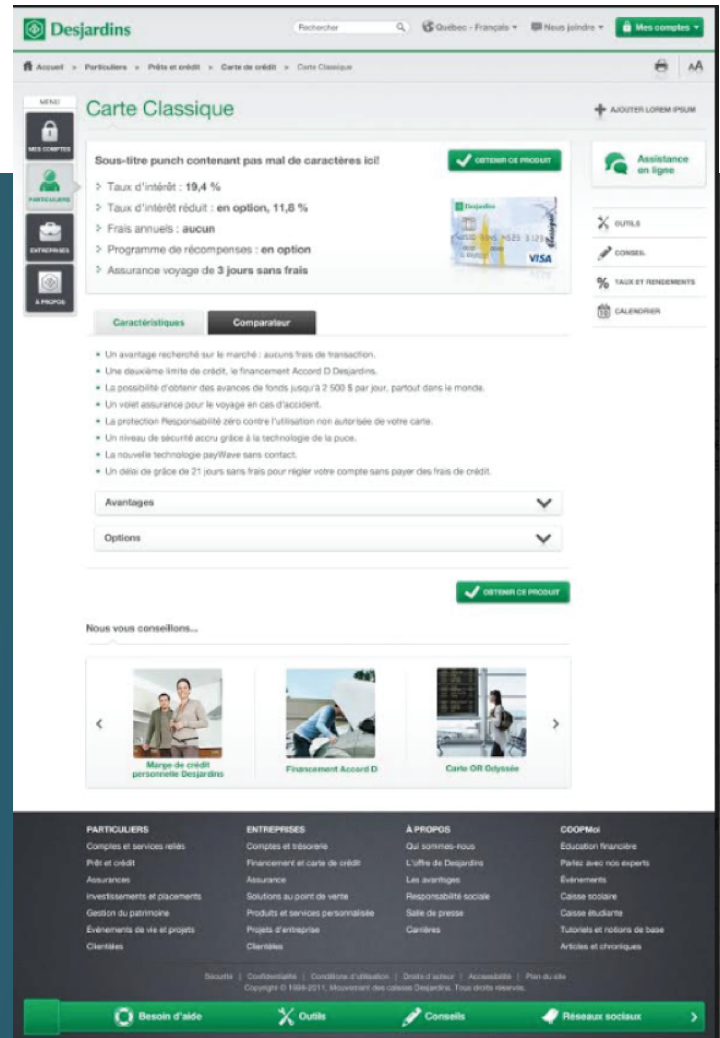## DESJARDINS GROUP   (continued)

AXURE PROTOTYPING

We build a simulation of the final product. An interactive mockup that can have any degree of fidelity. The main purpose of building prototypes is to test whether or not the flow of the product is smooth, consistent and test the feasibility and usability.
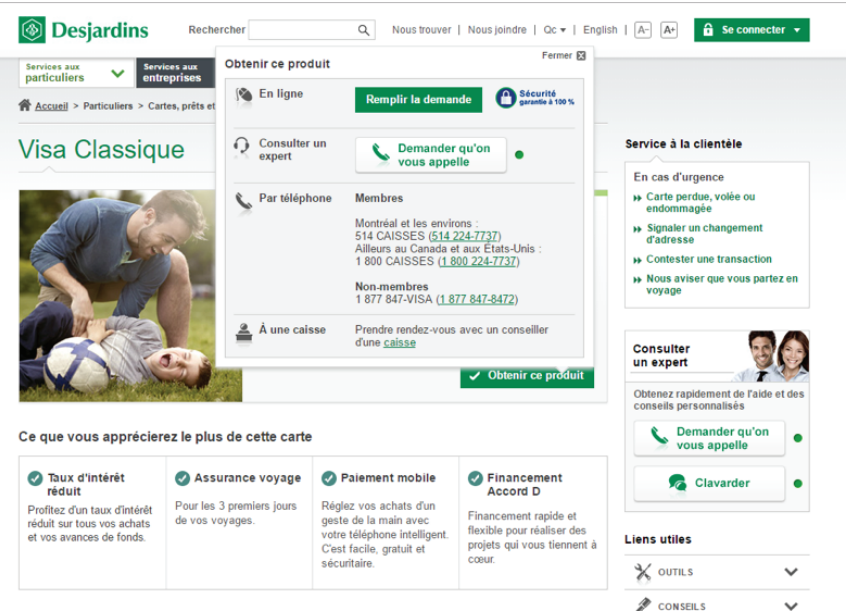
HIGH FIDELITY MOCKUPS

Next comes a high-fidelity mockup, meant to be as "pixel perfect" as possible. The final outline before the development process, so most details and decisions are finalized.

DEVELOPMENT & REVIEW

My involvement with the development team was a big part of the final phase of the project as I was involved in coding the Master CSS file and structure the html framework. After each sprint, I was doing QA and reviewing usability issues.

UX skills on demand

WHAT ABOUT NOW?

Most recently, I have developed a strong expertise in Web responsive mobile application, where I had a chance to do both design and code CSS for native and web application. These involvements have led me to perfect my understanding in the development of great and effective visual design interface, depending on user context and devices. Beautiful designs are pleasing because they are clear and evoke the appropriate experience. I also understand that user feedback and revision also leads to a stronger product. I am always motivated to resolve a usability issue.

My recent project have received an 'Innovation award' at the 35th edition of the Mercuriades, a prestigious business competition in Canada. Also in 2009 receiving 'best client satisfaction' product 3 years in a row from J.D.Power & Associate for Canada Online Brokerage Website.

I am a natural artist & photographer who will always be creating something new in my spare time.

THERE IS MORE THEN THAT!

I will be please to provide additional details regarding my expertise and my career achievements on demand.

LET'S WORK TOGETHER

Got an interesting project and would like to work on it with me?

- UX & UI design
- Web design & development
- Mobile & responsive design
- Motion design for UI
- Product management
- Brand strategy
- Logo design
- Corporate identity
- Brand style guides & pattern libraries
- Leading design teams

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