

# ANDRÉ DUBREUIL

## UX DESIGNER / STRATEGIST



PHONE  
(514) 991-7411



EMAIL  
wendigo27@gmail.com



PORTFOLIO  
portfolio.shufflepath.ca

Motivated by passion, driven by meaningful, enjoyable and effective design.

I am a creative and versatile web professional with over 16 years of varied and relevant experience.

UX Designer, Information Architect, Web Designer, Front-End and Back-End Developer, I have taken many roles and worn many hats, which have given me a well-rounded understanding of design principles, techniques and best practices.

### > WORK EXPERIENCE

Cossette  
Sep 2015 - Present

#### UX DESIGNER, UX STRATEGIST

Participate in briefs, ideation process and initial conceptualization phase. Analyze data related to user searches, behaviors, user workflows to offer intuitive interfaces and functional features. Create wireframes and develop the information architecture for web sites, mobile applications, experiential platforms or other projects. Make prototypes to illustrate the paths and interactions. Document UX strategy and deliverables to facilitate and guide the production (flow, functional specifications, etc.). Working with all teams throughout the project (consulting team, strategy, creation, development). Perform quality assurance control during production. Present and share my work and my thinking to internal teams and clients.

#### Notable Projects

- Liberté Yogourt (*The Taste Liberté Campaign Website*) • CCM Hockey (*Website*) • CAMSO (*Website*)
- Amnesty International (*Amnesty Untouchable Campaign Website*) • Yoplait Canada (*Website*)

Tink  
Aug 2012 - Sep 2015

#### SENIOR INFORMATION ARCHITECT, TEAM LEAD UX

Analyze target audiences, their profiles and needs. Devise innovative web solutions. Design information architectures (content inventory, site map, navigation model, features, information hierarchy). Design models of user experience by integrating the best practices in terms of ergonomics, navigation and Web Accessibility. Heuristic evaluation of existing websites and participation in the development of roadmaps and recommendations (strategy, personas, user testing, etc.). Evaluate efforts and contribute to the development and proposal writing services. Provide the team with a vision of the project objectives. Motivate and inspire team members. Lead by setting a good example, coach and help develop team members.

#### Notable Projects

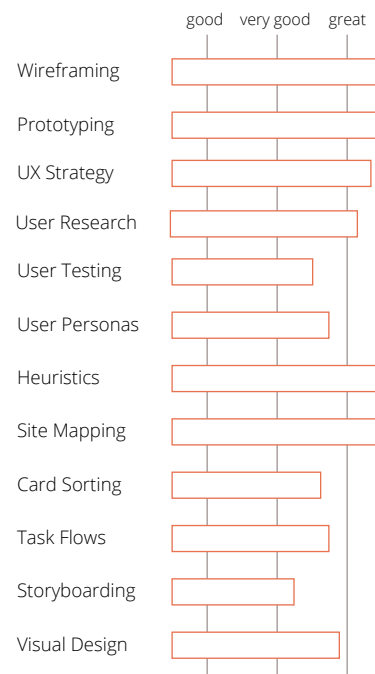
Brunet and MaSanté (*Websites and Mobile Application*) • Agence métropolitaine de transport (*Website*) • Sun Media (*Autonet Web Portal*) • Metro (*Website and Mobile Application*) • Place des Arts (*Website*) • 1000 De La Gauchetière (*Website*) • St-Hubert (*Website and Mobile Application*) • Via RailCanada (*Website and Onboard Entertainment Application*) • Caisse de dépôt et placement du Québec (*Website*) • Fonds de solidarité FTQ (*Website*) • Intact Assurance (*Intranet*) • Desjardins (*Intranet*) • Business Development Bank of Canada (*Intranet*) • Bombardier (*Website*) • CAE (*Website*)

Megavolt  
Jun 2011 - Aug 2012

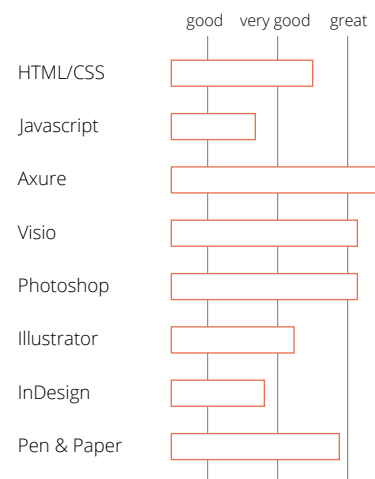
#### INFORMATION ARCHITECT

Work closely with clients to translate their business requirements into effective interactive solutions. Understanding users: behaviors, needs, motivations, and objectives. Translate criteria into functional components and communication. Participate in the development of user archetypes: research, personas, scenarios tasks and mental models. Develop information architecture for transactional, informational, promotional and mobile websites and applications. Write reports, analysis and assist in producing quality proposals. Participate in the development and implementation of common practices and methodologies improving the production process.

### > PROFESSIONAL SKILLS



### > PROFESSIONAL TOOLS



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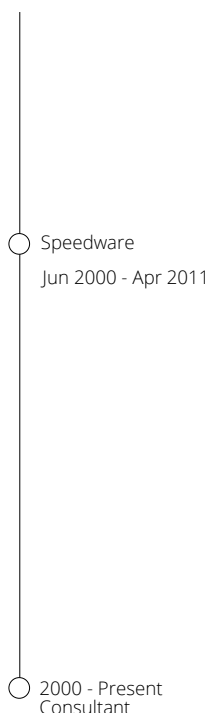


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### > WORK EXPERIENCE (continued)



#### Notable Projects

Mont Sutton (*Website*) • Boutique Ricardo (*Website*) • International de Montgolfières de Saint-Jean-sur-Richelieu (*Website and Mobile Application*) • Conseil des Arts de Montréal (*Extranet*) • Ville de Beauharnois (*Website*) • Ville de Beloeil (*Website*) • Municipalité de Lacolle (*Website*) • OTTIAQ (*Website*) • OPTMQ (*Website*) • OPPQ (*Website*) • CLD Vaudreuil-Soulanges (*Website*) • DNA LandMarks (*Website*) • Francis Lafleur Real Estate Agent (*Website*)

#### WEBMASTER (*Information Architect, Graphic Designer, Web Developer*)

Plan, coordinate and manage multiple projects simultaneously. Analyze business needs and provide custom Web solutions. Organize the content and structure of the websites to maximize usability and navigability. Design the graphical user interfaces. Website development, updates and upgrades. Implement the technical specifications of each project, observing the required timelines as well as quality, cost and security standards. Provide search engine optimization (SEO) solutions and other technological improvements to optimize the sites for different search engines. Work closely with internal and external stakeholders. Ensure the continued development and maintenance of the websites.

#### Notable Projects

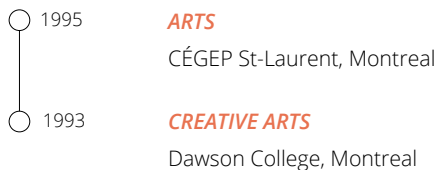
Speedware (*Websites and Applications*) • Activant (*Websites and Applications*) Nortel (*IT Portal*) • Bell Mobility (*Mobile Developers Portal*) • Rogers Wireless (*Mobile Developers Portal*)

#### INFORMATION ARCHITECT, GRAPHIC DESIGNER, WEB DEVELOPER

### > HONORS & AWARDS



### > EDUCATION



### > ADDITIONAL TRAINING

