

Hélène Kay

Social Media Expert, User Experience Designer, Information Architect

hk@webdiva.bz
647.965.7733
www.webdiva.bz

I bring to projects the ability to research, integrate and design an experience, then liaise the implementation of technical applications into a proprietary environment or all manner of web environments in French and English. My thorough understanding of social media, marketing, technical requirements and design enable me to deliver projects on budget and on time.

Noteworthy Accomplishments

- 2010 Director User Experience – MyBlackBerry
As a subcontractor for Syncapse, I designed RIM's MyBlackBerry online community on the Jive social media platform. Designed BlackBerry Fan Pages on Facebook, MySpace and iGoogle as well as mobile discussions.
- 2008 Senior User Experience Designer – Sharpe Blackmore
Designed Oh Henry's VirginFest Battle of the Bands online community including streamed audio/video. Redesigning the Home Hardware site with significant functionality and Endeca catalogue-driven navigation.

Senior User Experience Designer – Digital Cement
Designed Kraft KD's online community including streamed video. Designed FedEx' SMB site and Pitney Bowes' public facing site.
- 2007 Senior User Experience Designer – Sapient
Designed the new Fido website complete with complex telco functionality. Designed and launched the Canadian Cancer Society site with functionality targeting users searching for cancer trials.

Senior User Experience Designer – Digital Cement
Designed an NFL Canada microsite including online games as a FedEx co-promotion. Redesigning some of the General Mills and NBA Canada websites' functionality.

Senior User Experience Designer – Sharpe Blackmore
Designed a new Canada Savings Bonds site. Designed Intel, Clearasil, Fidelity and Kraft microsities.
- 2006 Senior Information Architect – Digital Cement
Designed global templates for Kraft Foods worldwide, with a heavy focus on functionality. Audited and rearchitected Kraft web properties.

Senior Business Analyst – Bluespark OnX
Gathered and documented business requirements for RBC Capital Markets' proprietary equity and bond trading software. This software is still in use today on the trading floor.
- 2004 Senior Business Analyst – Bluespark OnX
Gathered and documented business requirements for DaimlerChrysler, Toronto.com and McCain Foods.
- 2001 Webmaster, Ecom Integration Specialist – Compaq Canada
Was the webmaster for Compaq Canada and delivered ecommerce capabilities to the Canadian consumer website.
- All CEO – WebDiva Consultants Inc.
[More career details at webdiva.bz/profile.htm](http://webdiva.bz/profile.htm)

Brands I've Worked On

- Bell Canada
- BlackBerry (RIM)
- Compaq Canada
- Expedia.ca
- Facebook
- FedEx
- Fido
- General Mills
- Hershey's
- Home Hardware
- iGoogle
- Intel
- Kraft Foods
- NBA
- NFL
- RBC Capital Markets
- [More brands at webdiva.bz/clients.htm](http://webdiva.bz/clients.htm)

User Experience Tool Kit

My UX tool kit includes:

- Wireframes
- User Flows
- Experience Flows
- Site Maps
- Requirements Gathering
- Competitive Analyses
- Heuristic Evaluations
- Personas
- Usability Testing
- Social Media Design

Education

- B.A. with distinction, Psychology, McGill University
- Project Management, George Washington U
- Javascript, Bell Centre for Creative Communication
- French Translation Diploma, University of Toronto
- [More education details at webdiva.bz/profile.htm](http://webdiva.bz/profile.htm)