

Hélène Kay

Mobile App User Experience Designer, Social Media Expert

hk@webdiva.bz
647.965.7733
www.webdiva.bz

A seasoned app designer, I can design an experience, then liaise its technical and creative implementations into cross-platform web/mobile app/gaming environments in French and English. My thorough understanding of iOS/Android app design, gaming apps, social media, marketing, visual design and technical requirements enable me to deliver projects within budget and on time.

Noteworthy Accomplishments

- Now **Manager User Experience – Rogers On Demand Online**
Designed cross-platform iOS/Android tablet, smartphone, Xbox video streaming apps, hybrid tablet site. Directed a team of vendors, designed innovative FIFA on demand experience, designed the Store.
- 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. Redesigned 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.

Senior User Experience Designer – Digital Cement
Designed an NFL Canada microsite incl. online games as a FedEx co-promotion. Designed some General Mills and NBA Canada functionality.

Senior User Experience Designer – Sharpe Blackmore
Designed new CSB, Intel, Clearasil, Fidelity and Kraft micro/sites.
- 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
- Hershey's
- Home Hardware
- Intel
- Kraft Foods
- NBA
- NFL
- Rogers/Rogers On Demand
- RBC Capital Markets
- Xbox
- [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)