

# Jeremy Sims

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## Summary of Qualifications:

- *UI/UX Designer with over 20 years experience leading, planning, designing, building, managing and maintaining complex projects including communication products, web sites, mobile apps, advertisement and email campaigns*
- *Seasoned professional with proven experience and a deep understanding of mobile-first and responsive design, utilizing agile (scrum) methodologies*

## Work Experience:

*Senior Product Designer* – RBC (Consultant) (June '22 – June '23)

- Develop Figma artifacts including user flows, user journeys and prototypes to effectively communicate interaction and design ideas to stakeholders
- Ideation, exploration, design, wireframing and mockups for high profile projects like Extended hours trading, Options trading and ESG trading
- User testing, planning, executing, and reporting on various research
- Manage partner relationships regarding development, execution and strategy

*Senior User Experience Designer* – Ministry of Transportation (Consultant) (Jul '21 – June '22)

- Conduct both exploratory and evaluative research to uncover user problems and test solutions
- Collaborate and communicate across disciplines via brainstorming activities to get input and ideas
- Engaged in DABL methodologies (Discovery, Alpha, Beta, Live) for Data Marketplace project
- Collected feedback on the work, and on the team throughout the design cycle and project engagement
- Create wireframes, stakeholder reviews, surveys, personas, journey maps and prototypes

*Interaction Designer* – RBC (Consultant) (Dec '18 – June '21)

- Employ user-centered design principles and techniques to optimize the client experience for new and existing RBC products and features
- Work closely with analysts, product sponsors, managers and development teams to understand and execute on business requirements
- Collect and analyze user behaviour data by planning, executing, and reporting on various research and testing methods (ethnographic studies, card sorting, usability testing, A/B testing, surveys)
- Participate in design review sessions with project teams, gain consensus and get approvals on design deliverables

*UX Lead/Usability Analyst* – MTO (Consultant) (May '17 – Dec '18)

- Facilitate Google GV Sprints for Ontario Public Service clients
- Perform Usability analysis and testing by creating interactive prototypes and surveys (for WCAG 2.0 Compliance)
- Create wireframes, mockups, prototypes, user journeys and process flows
- Lead group ideations and strategy sessions to develop new features and enhance existing functions
- Created artifacts using Axure, HTML5, CSS3 and Javascript (React, Angular, NodeJS)

*UX Lead* – TD Bank (Consultant) (Aug '16 – May '17)

- Created wireframes and interactive prototypes for bank channels
- Collaborated with numerous groups internally to ensure a consistent brand experience
- Optimized end-to-end solutions of various bank business units

*UX Lead – CIBC (Consultant)*

(Jan '14 – Aug '16)

- Created/reviewed wireframes and storyboards for web, mobile, and ABM designs
- Documented and oversaw detailed designs and user interactions in a User Interface Design document
- Planned, coordinated, facilitated usability testing; including creating prototypes
- Collaborated with product groups, marketing team, and development teams to come up with effective campaigns

*Web and Mobile Designer – Pelmorex Media*

(Mar '12 – Dec '13)

- Created and developed internal usability tests – task based self-directed, and paper prototypes
- Designed flow and functionality of iOS and Android native app
- Developed information architecture of mobile apps and responsive web site
- Defined user interface for web and mobile products
- Created wireframes and prototypes for product re-designs

*Senior Web Producer/Designer – Corel Corporation*

(Nov '08 – Mar '12)

- Produced web imagery, HTML/CSS coding, testing and QA of electronic direct marketing campaigns (E-mails), deal alerts and newsletters for both internal & external clients
- Developed, optimized and designed landing pages for channel/affiliate partner's (including Dell, HP, Best Buy and Amazon) targeted marketing programs
- Created Facebook page designs for product promotions, static and animated advertising campaigns

*Creative Services Manager – Momentous Corporation*

(Oct '06 - Nov '08)

- Advised leadership team on integrated creative concepts from design, development, and delivery to enhance the company's overall communications strategy
- Managed creative team in a demanding, high-volume, deadline-driven corporate environment—which consisted of 8 internal companies—through constant prioritization, planning and scheduling of resources and assignments

**Education:**

Responsive Web Design Workshop Karen McGrane and Ethan Marcotte, Toronto, ON	2014
Usability Week – Mobile + App design and Usability Nielsen Norman Group, Las Vegas, NV	2012
Advanced Flash animation, 3-D animation and Director Algonquin College, Ottawa, Ontario	2000-2009
Design & Program product demonstrations (CD-ROM and Web) Installshield Software Corp., Chicago, IL	2000
Certificate in Digital Imaging and Publishing Digital Paradise, Ottawa, Ontario	1998
Bachelor of Arts Degree, Geography/French combined major Carleton University, Ottawa, Ontario	1993-1996
Bachelor of Commerce, Marketing major (1st year) Guelph University, Guelph, Ontario	1992

**References furnished upon request**