

# Stephanie Poce

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## Strategy, Research & Design Skills

Content strategy, user research (qualitative and quantitative), heuristic evaluation, persona development, competitive analysis, experience mapping, user flows, journey mapping, user journey and scenario development, card sorting, user testing, A/B testing, ecosystem mapping, keyword analysis, content inventory and audits, web analytics, insights and tagging plans, scope detailing, information architecture/site maps, wireframes, prototyping, storyboarding, functional specification documentation, design sprints, digital marketing, responsive design, creative ideation, agile development and more.

## Previous Clients

TD Canada Trust, Campbell's, Pfizer, BlackBerry, Tim Hortons, UNICEF, Four Seasons Hotels and Resorts, Treasury Wine Estates, Genuine Guide Gear, insightCuba, Santa Cruz Bicycles, RE/MAX INTEGRA, Suncor Energy, Petro-Canada, Dairy Farmers of Canada, Colgate Palmolive, EdgePoint Wealth, Hoyes, Michalos and Associates, Pet Valu, Sleep Country Canada, Stikeman Elliott, Threshold Financial Technologies, MBNA, Loyalty One, Nova Scotia Liquor Corporation and more.

I am a design thinker with over a decade of experience shaping customer expectations and experiences. I employ human-centred design principles to develop innovative solutions for the complex challenges organizations and their customers face.

I have worked both client and agency sides of the table, immersing myself in many different types of industries while finding imaginative solutions for a wide variety of clients. I am inspired by the psychological aspect of my work and the challenge of designing experiences that people want to use.

## Experience

### User Experience Lead

Freelance | Toronto, ON | February 2016 - Present

I combine design and technology with research and validation to create user-focused, results-driven solutions. I work both independently and as a part of client teams to provide user experience research, strategy, design, testing and optimization services.

Clients Include: VentureWeb Design Ltd. (Genuine Guide Gear, insightCuba, Santa Cruz Bicycles, RFPs and pitch work), Mirum Agency (UNICEF, TD Canada Trust), Slalom Consulting (Four Seasons Hotels and Resorts, RE/MAX INTEGRA) and more.

### Associate User Experience Director

Mirum Agency | Toronto, ON | May 2013 - February 2016

Led and mentored cross-functional project teams while serving as a subject matter expert on all aspects of digital customer experience and content strategy. I brought clarity and innovative solutions to client briefs, developing projects that exceeded business objectives.

- Leveraged user-centered design principles to expand the capabilities of the agency in order to optimize programs until business objectives were met
- Led consulting engagements and product ideation that resulted in new business wins for the agency
- Built innovative experiences that delivered value at every touchpoint and helped shape a positive perception of the client's brand
- Hired as a Sr. UX Analyst and quickly promoted into the newly created role of Associate User Experience Director

### User Experience Strategist

Thrillworks Inc. | Burlington, ON | December 2011 - May 2013

Led experience strategy and design in the creation of digital products, designed for a variety of clients, across a range of channels and devices.

## Education

### Sheridan College

Postgraduate Diploma  
New Media Design  
2004 – 2005

### McMaster University

Honours B.A.  
Multimedia, English  
2000 – 2004

## Continuing Education

Interaction Design Association  
Conference - IxD

Nielsen Norman Group  
Usability Week

Printmaking, Copy Editing, Film  
and Sound Editing, Art History,  
Creative Writing, Presentation  
Skills

## Membership

### Committee Member

Seneca College, Program  
Advisory Committee - Digital  
Communications  
November 2016 - Present

- Introduced content strategy to Thrillworks, educated cross-functional and client teams on the practice and pitched and sold it as a service of the agency
- Developed and designed UX and content strategy documentation to communicate strategies and interaction design to clients and internal teams
- Contributed to the success of the agency by fostering client relationships and recommending solutions that resulted in increased scopes of work

## Online Lead - Cabinet Office, Communications

Ontario Public Service | Toronto, ON | November 2010 – November 2011

Hired as a UI/UX designer, my role quickly evolved into a project lead position responsible for the experience and visual strategy of the Premier of Ontario's online presence. In addition, I consulted for and educated other government ministries as a UX/UI and content strategy specialist and influenced digital strategies throughout the Ontario government.

## Creative Strategist/Designer

Torstar Digital | Toronto, ON | 2010, Less than a year

Conceptualized, designed and produced websites and interactive/print marketing products for eight national brands, including thestar.com and toronto.com. Led creative brainstorming and review sessions, worked cross-functionally with team members throughout the organization and developed a creative workflow and briefing process for the marketing department.

## Interactive Art Director - Corus Interactive & Integrated Solutions

Corus Entertainment | Toronto, ON | October 2007 – April 2010

Managed the experience and visual presentation of interactive products in support of the company's 52 radio stations.

- Led creative execution on a large-scale project that included the integration of a new content management system and redesign of Corus' network of local radio station websites (52 sites)
- Educated designers across Corus' Canadian radio network on usability and visual design principles
- Hired, managed and mentored a team of designers. Led the team in all aspects of project ideation and execution
- Created product concepts that I designed and developed into high-quality interactive products from initial concept to completion
- Hired as a Designer and promoted to the position of Art Director

## Additional Experience

### Web Communications Officer

Sunnybrook Research Institute | Toronto, ON | March 2007 – February 2008

### UX/UI Designer & Content Producer

University of Toronto | Toronto, ON | August 2005 – March 2007

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