

Jean Stéphane Vachon

Email: ux@jeanstephane.com

PROFESSIONAL SUMMARY

User Experience designer and researcher with a deep background in marketing, web design and customer service. Combines UX methodologies with business savvy and creativity to formulate actionable recommendations that drive product improvements. Strong ability to connect with others and build relationships to develop understanding of motivations, behaviors and needs. Thrives in fast-paced, collaborative and dynamic environments. Fluent in French and English.

Photoshop	Mybalsamiq
Illustrator	Sketch
Dreamweaver	InVision
Office Suite	Several video and audio recording
Final Cut Pro (Video Editing)	softwares
Axure	

PROFESSIONAL EXPERIENCE

Mylio, Bellevue, WA

12/2015 – 05/2016

UX Researcher, Usability Tester

- Ran usability tests with real users on existing products, evaluate test data and provide feedback and recommendations on user interface design to make the product more user-centered.
 - Developed usability testing process, conducted multiple usability tests with activities ranging from collaborating with product management to define test goals, selecting and engaging testers, facilitating tests including A/B tests, analyzing results and formulating feedback and recommendations to lead senior UX designer.
 - Defined and documented a process for usability testing to ensure consistency, efficiency and repeatability in test execution.
 - Rewrote user interface guidelines (UX book) for core product to ensure that all information was relevant and current.

Creativeskills, Belgium

11/2015 – 12/2015

Freelance UX Designer/Researcher

- Participated on a team with other freelancers to redesign the sign-in process of a Belgian client's website. Researched user interactions and conducted a series of usability tests to determine the optimum user interface design.
 - Prepared, recruited and conducted testing among several Belgium users to find where their difficulties (pain points) were in using the website.

- Evaluated information architecture, user flow, site map and formulated recommendations to increase the usability, enhance user experience and reduce sign-in page abandonment.
- Retested the new website which incorporated my recommendations and discovered better satisfaction among the users.

Creative 2 Multimedia, Seattle, WA

2004 – 2014

Owner

- Built and managed consulting firm which developed websites and promotional marketing materials for clients in Quebec and Seattle.

Musee Marius-Barbeau, Saint-Joseph Beauce, QC, Canada

11/2001 – 08/2003

Marketing and Communications Manager

- Planned, developed and implemented marketing strategies, communications, and public relations campaigns to promote the museum and its exhibitions. Supervised opening events for new exhibitions. Developed and oversaw implementation of the museum's first website working with the site designer and developer to establish website workflow and content.
 - Brought together ten tourist attraction organizations to combine resources for events and promotions. Developed a tourist circuit package which drove increased attendance and visibility for participating organizations.
 - Managed digitization of 30,000 of the museums rare objects and archives including all planning and training of the archivists to ensure maximum quality.

Additional experience as a professional photographer and various positions in Marketing and Customer Service

EDUCATION

General Assembly, Seattle, WA

UX Design Immersive Program, 2015

School of Visual Concepts, Seattle, WA

Course of study in user experience design, 2015

Bellevue Community College, Bellevue, WA

Associate of Arts – Multimedia Authoring and Management, 2008

Associate of Arts – Cinematography and Video Production, 2009

McGill University, Montreal, Canada

Certificate in Management & Marketing, 1989

St-Georges Seminar, St-Georges, Canada

Business Degree, 1981