

ROGER ENNIS

Senior product designer with front-end development experience



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EXPERIENCE

Manager, Experience Design

Sonnet Insurance

FEBRUARY 2017 TO PRESENT — TORONTO, ON

- Create user flows and information architecture diagrams to re-engineer key user journeys.
- Collaborate with cross-functional partners providing design solutions that address business challenges.
- Introduced new digital design tools to help the design process and the product to scale.

User Experience Architect

Bell Canada

DECEMBER 2016 TO FEBRUARY 2017 — MISSISSAUGA, ON

- Drove the design and development of the global digital design system.
- Collaborated with cross-functional stakeholders to understand and execute on project initiatives.

Senior Interaction Designer

TurboTax: Intuit Canada

SEPTEMBER 2016 TO NOVEMBER 2016 — MISSISSAUGA, ON

- Helped guide the redesign of customer facing pages to increase customer usability.
- Led the redesign of the TurboTax Advantage program emails to increase customer understanding and engagement.
- Collaborated with the marketing team on A/B testing initiatives helping customers complete their taxes online with the new tax expert assisted platform.

UX/UI Designer & Front-end Developer

BMO Financial Group

MARCH 2015 TO SEPTEMBER 2016 — TORONTO, ON

- Developed strategies and methodologies to enable the new Delivery and Creative Services team to integrate and collaborate with internal teams.
- Provided estimation, creative direction, standards and execute on various projects.
- Help launched the first online investing platform in Canada.

UX/UI Designer & Front-end Developer

Mash + Media Inc

NOVEMBER 2013 TO NOVEMBER 2014 — MISSISSAUGA, ON

- Led the process of design and development of a large scale automotive project.
- Collaborated with the cross-functional team to execute on a national project by Cadillac Fairview.
- Championed digital responsive design education to expand the knowledge of the team and incorporate emerging best practices into client work.

STRENGTHS & SKILLS

DESIGN THINKING

EXPERIENCE DESIGN

INTERACTION DESIGN

USER-CENTERED DESIGN

PROTOTYPING

RESPONSIVE DESIGN

USABILITY TESTING

IDEATION

A/B TESTING

UX RESEARCH

INFORMATION ARCHITECTURE

DESIGN SYSTEMS

MOBILE DEVICES

ACCESSIBILITY

SKETCH / FIGMA

WIREFRAMING

VISUAL DESIGN

ILLUSTRATOR

CSS / SASS

JAVASCRIPT

HTML 5

LEADERSHIP

EDUCATION

Advanced Diploma in Graphic design

Seneca College of Applied Arts and Technology

Graduate Certificate in Interactive Multimedia

Sheridan College

User Experience for the Web

Open Training Institute: Open Universities Australia

Foundations in Design Thinking

IDEO University

Member of:

Interaction Design Foundation