

Warren Buckley

User-Experience, User-Interface & Product Design
Information Architecture
UX Research and Strategy

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Freelance UX Consulting (Ongoing, since 2009)

Between long-term contracts, I continue to offer freelance services to adapt to market conditions and maintain my professional network. This includes periods when economic downturns lead to reduced hiring and projects being suspended.

Provided services in Information Architecture, User Experience Design, Technology Consulting, and WordPress Development, either independently or in combination, based on project needs.

Recent projects:

- mawgdesign.com launch website for a creative boutique that designs and builds advertising experiences
- coached a business through adopting cloud services for file storage and backups, improving their admin and sales workflows
- designed products and built a print-on-demand merchandise store to sell them through Shopify, YouTube and other social media channels. The store launched with 50 items. All of this was completed in an intensive two weeks!

Past freelance clients (and projects): Stack Creative (TheMoment.is), Deloitte Digital (York University/Schulich School of Business), Tribal Worldwide (Volkswagen Canada), JWT (Motrin.com), Sapient (Porter Airlines), CGI (Shaw.com), Rogers (Rogers.com), Lollipop (Salvation Army, SampleSource)

CIBC — UX / UI Lead, Frontline Technology, Strategy & Transformation 05/2021 - 11/2022

- solved design challenges through the creation of screen mockups and interactive Figma prototypes, allowing business analysts to finalize project requirements and by the QA team to write test cases when testing the final release
- ensured design guidelines and AODA accessibility standards were followed when creating new UI elements and software screens, revising existing ones, and when reviewing developer builds before deployment to branches
- Lead UX Designer on a complex, 15 month-long initiative to transform small business banking, where I was involved in interviewing and onboarding new hires for the project

Blacksmith Technologies — Contract UX / UI Designer 12/2020 - 03/2021

- designed the interface and user experience for a desktop and tablet application to be used in hundreds of locations by a large automotive repair chain. This new software product organizes teams, facilities and client information while also monitoring equipment and tracking vehicles using Bluetooth beacons
- part of a fully-remote Agile team across Canada and U.S.

CIBC — UX / UI Designer, Frontline Technology, Strategy & Transformation 03/2019 - 03/2020

- responsible for designing software used by staff at CIBC's branches, maintaining consistency across different software platforms along with the integration of necessary legacy systems
- simultaneously supported three different Agile teams, on a dozen (some ongoing, long-term) projects, providing UX oversight, heuristic analysis, conceptual designs, wireframes and UI specifications
- assisted in creation of our department's design system and incorporated UI updates to our prototypes
- mentored younger designers and co-op students on the team, provided project onboarding and design feedback
- conducted user-interviews at branches and presented the findings with teams and stakeholders. This information helped to shape the design of our Estates software, which when launched reduced calls to the Estate Centre by 40% on day one

Canada Life —User Experience Architect 06/2016 - 07/2017

- created new digital experiences for 12 million Canadian customers. UX Lead on Great-West Life, London Life and Canada Life, along with Quadrus Investment Services redesigns
- provided usability reviews, improvements and designs for micro-sites and interactive tools for projects with Walmart and HBC
- collaborated with coworkers in London, Winnipeg and the new Toronto office. Assisted in establishing new digital processes and standards

CIBC — Information Architect / User Experience Lead 05/2015 - 03/2016

- UX Lead on ATM, I was responsible for designing and integrating new features into CIBC's ATM network, used by millions of Canadians
- designed and presented concepts and wireframes, documented technical specifications and created flow diagrams for developers
- worked closely with business analysts to refine business requirements, reviewed scenarios with the usability team, built HTML prototypes for user-testing in the usability lab, reviewed visual design and content during development and QA testing
- provided usability feedback and recommendations for visual design of current builds of ATM software
- adapted wireframe annotations into new User Guides, for CIBC's native tablet, mobile (iOS, Android) apps and mobile websites, to be used by customer support staff
- recognized with an internal 'Above and Beyond' award, for 'Outstanding Performance', upon completion of my first project, the documentation of ATM architecture, for an external vendor

Havas Life — Senior Technology Manager / Creative Technologist 08/2012 - 03/2013

- established the UX role, a new Digital Department and Innovation lab. Provided conceptual designs, wireframes and prototypes.
- involved in project planning, equipment and software purchases, researching and evaluating services and vendors
- provided technical oversight, assisting management and sales teams in understanding and selling projects using software
- led the adoption of Basecamp for project management and a file handling and backup workflow. My solution consisted of an inexpensive web-hosting plan, WordPress installation and Basecamp subscription, which met the Agency's needs and was delivered for \$100k/year less than a vendor-proposed SharePoint solution. It was put into use in under two months' time, from testing to employee on-boarding

Clients: Janssen, Sanofi, Lilly, Abbott Nutrition, Genzyme

- LIFT - Toronto, ON. Colour Theory, Digital Colour Grading with DaVinci Resolve
- Alliance-Française - Toronto, ON. French, speaking, reading and writing. Ongoing, but have completed the first 7 courses
- Ontario College of Art & Design - Toronto, ON. Integrated Media: Digital Art, Video Production, Graphic Design
- Sheridan College - Oakville, ON. Theatre Performance: Acting & Voice, Creative Writing

- Over 9 years of Agency I.T. Dept experience (before UX) as Senior Macintosh Support Specialist and System Administrator
- Teaching experience: Instructor for 'Introduction to Macintosh & Multimedia' class for private ESL school
- Speaking: CreateinTO panel discussion 'Changing Tracks'
- Film Festival Programming: Images Film Festival student jury member, screened and worked with other student jury members to select entries for the student program