

**Name UX**

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### Profile

## Strong abilities in business process: Exploring user needs, designing high performance interfaces, evaluating and improving user experience ("UX")

## Strong knowledge of usability and interaction principles for web, tablet and mobile devices

## Database analysis technique: Factor and linear analysis, ANOVA, and main component analysis

## Softwares: Sketch, Axure, Omnigraffle, InVison Tobiix60, UserZoom, SPSS, Qualtrix, Google Analytics and MS Office

## CCEX Member: Certified Customer Experience Professional

## Excellent oral and written communication skills in French and English. Ability to present, synthesize and simplify complex and technical information

### Education

**Master of Science – User Experience in a business context May 20XX**

**HEC Montréal**

• CGPA: 3.7/ 4.3

**Bachelor in Business Administration – Marketing 20XX**

**HEC Montréal**

• Trilingual cohort in English, French and Spanish

### User Experience Project

**Master's thesis: "The influence of gestures on cognitive load during the learning process of a digital educational application"**

## Determined research objectives in collaboration with ~~p~~roduction team, the designers and developers of an e-learning company

## Identified the most appropriate methodology (usability testing, survey, interview, focus group) to meet objectives and developed experimental approach to follow

## Analyzed, synthesized and presented results to the company's managers

## Recommended strategies to digitize some of the products

### Experience

**User experience consultant, private contracts Sept. 20XX - ...**

## Assist companies from various industries (banking, medical, pharmaceutical, retail) in the development and optimization of processes surrounding user experience:

* Audit and diagnosis
* Mapping and process optimization
* Creation of quality programs in customer contact centers
* Identification of performance indicators
* Creation of dashboards, employee training and education

**Achievement:** Implemented processes and strategies to improve consumer experience and create an optimal and differentiated value leading to greater customer retention

**SEM/SEO Analyst, ABC & Co., Montreal 20XX**

## Analyzed campaigns performance with Google AdWords and Google Analytics

## Created Excel reports, presented the results to the Marketing Manager and adjusted campaign settings

## Recommended PPC strategies using various search engines (Google, Bing and YouTube) and channels such as Display (GDN) or Social (FBM)

**Achievement:** Created, implemented, reported and optimized 3 major campaigns in 6 months: Search, Display, Social and Video

**Teaching assistant, course "Marketing and User Experience", HEC Montréal Fall 20XX**

## Co-led, with the professor, discussions on the following topics: customer retention through a unique, friendly and memorable experience, the 14 dimensions of the customer experience, management of customer relation staff

## Various sales and customer service experiences in retail (between 20XX and 20XX)