

## Experience

### **Teehan+Lax — Information Architect**

Toronto, 2010-Present

Teehan+Lax's expertise is in defining and designing customer experiences in the digital channel. As Information Architect and User Experience Strategist, my role is to work with partners and associates to ensure they are reacting appropriately to the strategic, logistic and creative needs of the client and their customers. I monitor and drive the team to utilize the best and latest methods and tools to be competitive while promoting a culture of innovation.

### **Akendi Inc. — Usability Consultant**

Toronto, 2009-10

Akendi is a human experience design consultancy providing insights and analyses about user behaviour to scientifically architect product and service experiences that engage users and improve customer experiences. Using in-depth qualitative research and user-centered design, I facilitated strategy sessions and generated specification guidelines ensuring effective implementation of usability models under heavy technology constraints.

### **O'Reilly Media, Maker Media Division — Technologist**

New York, 2008-09

Maker Media brings the do-it-yourself mindset to technology in your life. Published as a quarterly, Make Magazine is a hybrid magazine/book that celebrates the right to tweak, hack, and bend technology. I contributed during the research and development phase of applications and interactive experiences with Make: Online and also defined the strategic marketing, sales and operational goals.

### **Function Magazine — Creative Director**

Toronto, 2007-08

Function Magazine is positioned in a fine art context and comprised of diverse and creative work in photography, film, and new media; as well as interviews with acclaimed image makers. I directed a cross-disciplinary team to create one of the strongest volumes of the magazine. The yearly publication seamlessly increased integration of new media into a predominantly photo based magazine.

### **Brightworks Interactive — Interaction Designer**

Toronto, 2006-07

Brightworks offers complete turn-key solutions and communication services for powerful and measurable marketing strategies. I worked with multi-disciplinary teams of project managers, visual designers, software engineers and client-side technologists in pharmaceutical and consumer electronics sectors.

### **Learning Library Inc. — Senior Instructional Developer**

Toronto, 2005

Learning Library offers solutions specifically designed to support personal and professional continuing education, testing, certification and licensing programs to professional industries. I was the lead developer of information systems and platform architecture and played a key role in the deployment and maintenance of the e-learning pipeline.

## Education

### **New York University — Master, Interactive Telecommunications**

New York, 2009

Graduate-level coursework towards a Masters in Professional Studies (MPS). Courses in human-computer interaction, human factors, informatics, social computing, data visualization, fabrication, rapid prototyping

### **Ryerson University — BFA, New Media**

Toronto, 2008

Courses in interaction design, computer science, physical computing, media and film theory, graphic arts, experimental art and art history.

### **University of Western Ontario — Information Science, Philosophy**

London, 2004

Undergraduate-level coursework towards a BA. Courses in informatics, classification and metadata, retrieval systems, communications, cognitive philosophy, metaphysics, phenomenology, epistemology.

## Affiliations & Acknowledgments

### **US News, E3, Gizmodo, IDEO, StartI, TreeHugger, PSFK — Press**

New York, Toronto, 2008-10

### **Council of the Internet of Things — Member**

EU, 2010-Present

### **Ignite Toronto — Co-Founder**

Toronto, 2009-Present

### **Make Magazine — Blogger**

New York, 2009-Present

### **Information Architecture Institute (IAI) — Member**

Toronto, 2009-Present

### **Interaction Design Association (IxDA) — Member**

Toronto, 2009-Present

### **Apple Certified — Developer**

2008-Present

### **Charles Street Video — Award**

Toronto, 2007

## Proficiency

**IA/IxD** — OmniGraffle, Axure, ConceptDraw, Visio, Google Drawings, Balsamiq

**Visual** — Flash, After Effects, Final Cut, Photoshop, Illustrator, InDesign

**Markup** — HTML5, CSS3, XML/XSL, JSON

**OOP/MVC** — Objective-C, Java, Processing, AJAX, PHP5, Javascript, Actionscript

**API** — jQuery, Prototype, Nodejs, Processingjs, Google Maps, OSM, Three20, FBML

**CMS** — ExpressionEngine, Joomla, Drupal, Magnolia, Fedora, MovableType, WordPress

**Auth** — Microformats, OpenID, OAuth, Facebook Connect

**DB** — LAMP, SQLite

**Source Control** — Git, Subversion

**Profiling** — Firebug, WebKit

**Ubicomp** — Maya/Rhino/STL, C/Arduino, MaxMSP/Jitter/PureData, OpenFrameworks, Asterisks