Hello!
I'm Andrea Reck
155 Ennerdale Road
Toronto, Ont. M6E 4C8
(416) 272-2605
andrea.reck@gmail.com
My Portfolio

User Experience/Information Architect with a proven track record in the industry looking for a new opportunity to apply my love for all things UX, usability, and information architecture.

About Me
- 10 years of experience in User Experience, Information Architecture, and Usability.
- Expertise in wireframing and functional specifications, user research, user flows, requirements gathering, user and usability testing, landscape reviews and competitor reviews.
- Past client work includes: RBC, Manulife, CAA, Foresters Financial, Green Shield Canada, SureHealth, CAMH, SickKids Foundation, Scotiabank.
- Course instructor for the Canadian Marketing Association:
    - Conducted an in-person seminar of my own creation and design on UX 101 in February 2017
    - Created and presented a webinar on AODA and how it influences digital experiences in August of 2016.
- Recent graduate of the User Experience Design Program at the BrainStation in Toronto.

UX Toolbox and Skills

- User Experience
- Information Architecture
- Wireframes
- Heuristic Evaluations
- QA Test Plan Creation
- Requirements Gathering

- Usability Testing and Research
- In-person / Moderated Testing
- Remote / Unmoderated Testing
- Landscape / Competitor Reviews
- Sketch, Adobe XD, Axure RP, InVision, Visio, Microsoft Office (Word, PowerPoint, Excel, Outlook)

WORK HISTORY
Delvinia, Toronto Ontario — *User Experience / Information Architect*
July 2007 – June 2017 www.delvinia.com
- Responsible for building wireframes, user experience flows, prototyping, task analysis, user research, gathering user and project requirements, creating functional specifications.
- Expertise in creating digital experiences for a variety of clients (Manulife, CAA, Green Shield Canada, RBC, SickKids Foundation, Scotiabank).
- Led multiple projects including website and digital strategies, website experience design (complete website design and optimization / redesign of existing websites),

requirements gathering, user testing and design validation, survey design and research gathering.
- Experience in creating test plans, performing, and analysing results for:
  - Moderated in-person user testing
  - Unmoderated remote user testing
  - Surveys and market research questionnaires for gathering user insights, conducting project research, and validation of user behaviour and motivations
- Supported in large scale digital strategies. In this role I worked alongside our head strategist on a number of client related strategic initiatives for clients including: SickKids Foundation, CAMH, Foresters Financial, and Green Shield Canada.
- Responsible for overseeing and creating the user experience and Information Architecture for online and digital experiences created for all internal Delvinia projects; Methodify – our automated market research platform including, our company websites (www.Delvinia.com, www.centreforedemocracy.com, www.getmethodify.com, our intranet.
- Led a number of internal initiatives within the company including:
  - Designing and running internal employee innovation workshops (Design
  - Thinking Methodologies).
  - Team building workshops
  - Communication workshops

General Dynamics Land Systems Canada, London, Ontario — *Information Management (co-op student)*
May 2006 - November 2006
- Managed and maintained a newly introduced Content Management System (CMS).
- Responsible for updating folder structures within the CMS, naming conventions, taxonomies, and employee training on the CMS.

PAST PROJECTS and UX EXPERIENCE
SureHealth — *User Experience and Information Architecture of the direct-to-consumer website* www.surehealth.ca

Goal of the project: Design an online customer centric platform that will provide prospective customers with a seamless transactional experience and clear path to purchase health and dental insurance.

My role:
- I conducted a landscape review, architected and created the experience for the website (sitemap, flows, wireframes, and functional specifications).
- Designed and defined the logic and question flows for the Product Recommendation Tool and Real-time Quote experience (deliverables included: sitemap, flows, wireframes, and functional specifications within Visio).
- Conducted remote user tests and design validation.

Green Shield Canada — *User Experience and Information Architecture of Green Shield Canada's client facing website* http://www.greenshield.ca

Goal of the project: Redesign their existing corporate website to create an updated and innovative client-facing website that would meet the needs of the target audiences, build affinity with existing customers, tell the GSC story, reflect their corporate activities, and stay fresh and current.

My role:
- Gathering and synthesizing the business and design requirements for the website (participating in multiple stakeholder interviews, conducting a landscape review of competitors and defining the experience direction with stakeholders.
- Developed the website experience and strategy and approach.
- Produced sitemap and architecture, wireframes, and functional specifications within Visio to illustrate the overall website experience and templated page layouts for the website.
- Led a performance review 1 year after launch that included: an analytics review, stakeholder interviews, customer survey, and UX review.

CAA Health and Dental / Life Insurance — *User Experience Strategy and Information Architecture of the direct-to-consumer website and product selector tool*
http://www.caalifeandhealth.ca

Goal of the project: This was a multi-phase project that involved consolidating CAA's individual insurance websites for Life and Health and Dental insurance into a single optimized website.

My role:
- Requirements gathering with key stakeholders.
- Designing the overall website experience and intending interactions.
- Within the experience design phase, I used Visio in creating wireframes and functional specifications, the logic requirements and architecting the consolidated Product Recommendation and Quote Tool.
- Conducted rapid prototyping and user tests via InVision.

Foresters Financial — *Information Architecture of the website* http://www.foresters.com

Goal of the project: Update Foresters Financial online presence from a brochure style to a customer-centric, lead generating website.

My role:
- Worked alongside the head strategist and supported the process of gathering the business and technical requirements for the project.
- Led the experience design and architecture of the website's templates and page design. Created sitemap and website hierarchy, wireframe templates, and functional specifications within Visio.
- Led and performed remote user testing to validate the design approach and key user tasks.

Education

BrainStation — *Full Time User Experience Design Program*
June 2017 - August 2017

University of Western Ontario, London Ontario — *Master's Field Of Study Library and Information Sciences*
September 2006 - April 2007

Wilfrid Laurier University, Waterloo Ontario — *Bachelors of Arts, Honors Anthropology*
September 2004 - April 2006