

BORIS R. IGLESIAS

Linked  <http://ca.linkedin.com/in/borisriglesias>

1 (416) 822-5840 • boris@zecora.ca • www.zecora.ca



User Experience (UX) Architect with over 7 years exposure in Usability, Information Architecture (IA) and User Interface Design (UI). Specialist in B2B contracts as a consultant, and project based schemes with hourly rates. Remote or on-site. Client collaboration software licenses available to work from anywhere.

OBJECTIVE

Challenging web projects or Rich Internet Applications with focus in User-centered Design, Visual Design, incorporating aspects of psychology, anthropology, computer science, graphic design, industrial design and cognitive science, always in direct relationship with online marketing or related areas.

AREAS OF EXPERTISE IN INFORMATION ARCHITECTURE AND USER EXPERIENCE

- Requirements gathering to get as much data from client. Understand nature of application and marketing vision. Project schedule kick start.
- Perform of Usability research and prototypes usability testing, applying demographics studies and in-depth interviews
- Reporting, eye-tracking tests and analysis of usability testing in 1-10 users
- Construction of Information architecture from site maps and wireframes
- Use of collaborative software to get client involved in the process. Feedback gathering to step to next phase.

AREAS OF PRACTICE IN UX METHODOLOGY AND PROCESS

- **Information Architecture and Intercation Design.** Development of the functional information architecture and navigation. The resulting application models, wireframes, navigation and control elements, functional views, data capture screens and rich messaging are optimized and tested for user comprehension.
- **Visual Design.** Creation of a differentiated look and feel within the constraints of the brand. As part of this, an identification of what kind of visual branding strategy is optimal for the audiences that will be interacting with the application.
- **Consistency and standardization.** Production of standardized workflows, for a consistent visual design and a customized library of re-usable UI components to enable all internal applications work the same way, thus maximizing adoption rates and cutting support costs.

PROFESSIONAL CONTRACT WORK AND CORPORATE CLIENTS

2010. LAST EXPERIENCE

USER EXPERIENCE ARCHITECT. -CONTRACT-

CLIENT: Barrick Gold **WHEN:** Sept 2010 to Dec 2010. **WHERE:** Toronto, ON.

BARRICK GOLD is the gold industry leader, with interests in 25 operating mines and a pipeline of projects located across five continents, in addition to large land positions on some of the most prolific mineral districts. A public company (ABX), Barrick has the largest unhedged gold production and gold reserves and the largest market capitalization in the industry, with 20,034 employees and 25 operating mines.

- Created Application Information Architecture from business requirements
- Steered the desired User Experience to align with the company business goals and service design
- Delivered sitemaps, workflow diagrams and demos, as part of the Visual Design for 3 intranet sites

- Interacted with 3 different departments in requirements gathering sessions, business goals, persona design and IA sessions to create User Interfaces and Experience Maps
- Translated UI into HTML code and CSS styles for linkage with Enterprise Content Management products

"We started off our web project with nothing, Boris shaped up the product from both the User Experience and the Business Perspective, he gave us the direction to follow. The final User Interface was a remarkable leap. Our adoption rates increased 35% in two months"

Cora Stauber

Project Manager. Information Technology. Barrick Gold Corporation.

USER EXPERIENCE ARCHITECT. -CONTRACT-

CLIENT: Intercall (former [Genesys](#) Conferencing). **WHEN:** Sept 2009 to Oct 2010. **WHERE:** Mississauga, ON.

INTERCALL is the largest conferencing service provider in the world; with over 400,000 individual conference leaders in more than 40,000 organizations around the globe, Intercall provides a wide range of audio, web and video conferencing services. Recipient of Frost & Sullivan's 2007 North America Conferencing Provider of the Year award, Intercall offers the widest variety of global solutions, through proprietary products, as well as strategic partnerships with Cisco, IBM®, Adobe® and Microsoft®.

- Created User Experience workflows and specs exercising constraints for reusable UIs, always to cut down support costs and increase user adoption rates
- Revamped look of icons and interaction workflows for desktop product, bringing the application to web 2.0 user interface standards and increasing brand recognition
- Designed mobile UI for "Join the meeting" workflow on iPhone for Browser client
- Development of UX projects for intranet administration systems. From persona design and user research, business requirements, Information architecture to visual and/or interactive design

"We brought Boris on board for a year; as a consultant he came with a fresh, non-biased approach toward our products. Lots of great ideas came out from our sessions with him, as a result, our desktop product became more user-centric; he made us focus on the product, not on the process"

[Henry Hum](#)

Vice President Product Development. Intercall-Genesys Conferencing.

2009



USER EXPERIENCE ARCHITECT. -CONTRACT-

CLIENT: Various. **WHEN:** Jan 2009 to May 2009. **WHERE:** Toronto, ON/
B.C.

Vancouver,

ORNGE is a leader in Transport Medicine across North America. Proudly Canadian and based in Toronto, Ornge holds a remarkable record in transporting patients and saving lives under any circumstances. **BC ASSESSMENT** (Property Assessments). Vancouver based, in business since 1974, BCA is an authority in the production of independent, uniform and efficient property assessments for all property owners in the province of B.C. **CITY OF KELOWNA** is the largest city in British Columbia's Okanagan Valley. It has been rated among the most cost competitive places to do business in the Pacific Region of North America.

- Designed Visual Design concepts and prototypes for websites from specific requirements definition, complying with 2.0 standards and W3C normative and streamlined for Sharepoint web content management
- Served as main Architect for application Design and flow, creating wireframes and sitemaps
- Conducted slides show/video presentations with stakeholders to review or recreate deliverables, aspects of design and multiple user Scenarios

"Boris is all about user-centric and adoption strategies, he is an 'out-of-the-box' thinker who understands very well how to engage the user in any online experience."

[Jennifer Tracey](#)

Marketing Vice President. Ornge.

2008

PRODUCTION DESIGNER. -CONTRACT-

CLIENT: AIC - Mutual Funds Investing. **WHEN:** Sep 08 to Nov 08. **WHERE:** Burlington, ON.

Disciples of the world's most successful value investor of all time, Warren Buffett and partnering with some of the world's leading value managers, AIC is undoubtedly Canada's leading value investing firm.

- Resolution of more than 150 tickets in 3 weeks, as part of new redesign launch, ensuring site consistency and quality assurance
- Deployment of web pages on production phase using MicroSoft SharePoint and SharePoint Designer as editing and publishing tools
- Collaboration with web team to increase productivity in multiple workflows

"Our team, back in October, was segmented in two groups. When Boris came over, he took charge of the second group, distributing tasks and setting the work pace. We could easily reach our deadline target for October 31st, thanks to the high amount of tickets his team resolved. He is definitely somebody I would have on my team for tight deadlines and work under pressure; a team player from day one."

[Richard Clifford](#)

Project Manager. AIC Limited.

INTERACTIVE DESIGNER. -CONTRACT-

CLIENT: Maritz - Marketing Agency. **WHEN:** Jun 08 to Sep 08. **WHERE:** Mississauga, ON.

With extensive in-house research and experience, Maritz assists many of the world's largest companies in meeting their most important business goals.

- Production of web elements across multiple software for Blackberry retail courses, completion of 13 flash templates, sharing XML data for several worldwide carriers in 4 different spoken languages in 2 months
- Editing Flash documents on CS3, editing masks, data-binding components and image swapping
- Modification of shared XML code on Dreamweaver, working as the content base of Flash and Flex templates

"RIM was provided us with a huge undertaking. We were in need of designers with speed and cross software skills. Boris brought an outstanding knowledge of the CS3 package: Dreamweaver, Flash, Photoshop; and a good eye for web design and usability. He quickly understood the scope of our project and became a great addition to our team."

[Victor Ramirez](#)

Project Manager. Maritz Canada.

2007 AND BEFORE

DESIGN ARCHITECT. -FULL-TIME WORK HISTORY-

EMPLOYER: Callture - Telecom. **WHEN:** Jan 02 to Apr 07. **WHERE:** Mississauga, ON.


Callture is a value-added service provider for telecom markets in more than 50 countries worldwide.

- Designed company websites, user interface and graphics from home stage one, creating UI layouts and interaction schemes according to marketing strategies
- Maintenance of 5 websites under the Callture umbrella, as well as creation and deployment of more than 35 websites for worldwide telecom resellers

"If you need a design architect to manage all aspects of your online presence, and at the same time, someone who can put skills and software towards a marketing vision, then, Boris is your best choice."

[Anton Mendoza](#)

Wholesale Division. Callture Inc.

PARTNERS	TECHNICAL SKILLS	PERSONAL SKILLS	CONFERENCES & EVENTS
	<ul style="list-style-type: none"> - Adobe Design Premium CS3/CS4 - Microsoft SharePoint - SVN & JIRA Software - Web 2.0 compliant - XML, MXML - CSS, HTML and ASP - GUI, UX design - Flash / Flex RIAs 	<ul style="list-style-type: none"> - Marketing-driven design - Avid quick learner - Social and communicative - Pitch-in attitude - Brainstormer - 'Multiple approach' thinker - Bilingual (spanish, italian) - Industry researcher 	<ul style="list-style-type: none"> - Web 2.0 Conference, Design & User Experience, San Francisco, California. April 2009 - BizBash Expo. Marketing strategies & Tools sessions. Toronto. Ontario. March 2008.

EDUCATION: B. Sc. Havana Institute of Technology, ISPJAE, Cuba. Sheridan College - Assorted Courses.

AGENCY EXPERIENCE AS PRODUCTION DESIGNER:

[Incipit Communications](#) - Nov 2007.

[Endeavor Marketing](#) - April 2008.

[Maritz Canada](#) - Aug-Sep 2008.

CLIENTS:

