

JULIE FORTIER | User Experience & Information Architecture

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(914) 319-6596

Information Architect / User Experience consultant with over 10 years of experience managing multi-disciplinary teams and designing complex, user-centered websites for Fortune 500 clients; available on a freelance basis in the Tri-State area.

EXPERIENCE & SELECTED PROJECTS

INTERACTION DESIGNER

Citi Global Wealth Management, New York, NY

Nov 2007 – Present

- Smith Barney and Citi Private Bank: User research, personas, scenarios and prototype development advising the integration of internal applications

EXPERIENCE LEAD

Avenue A | Razorfish, New York, NY

Apr 2005 – Dec 2005, May 2006 – Sep 2007

- XM radio: Redesign of eStore, channel pages, and design of Electronic Programming Guide
- Slim Fast: Site refresh, Information architecture enhancements
- Ford Motor Company (Sync): Information architecture of new marketing microsite
- Brides.com: Site redesign and CMS enhancements
- Liberty Travel: Site redesign to support new booking infrastructure

INFORMATION ARCHITECT

Starwood Hotels and Resorts, White Plains, NY

Oct 2005 – Apr 2006

- Major enhancements to booking path to support new reservations system capabilities

MANAGER, USER EXPERIENCE

Sapient Corporation (prev. Studio Archetype), New York, NY & London UK

May 1997 – Feb 2002

- Mercer Human Resources: E-Commerce website and CMS design
- Centradia: Design of Extranet in support of FOREX transactions platform
- Schroders Investments Limited: Design of client Extranet
- United Airlines: Site redesign

EDUCATION

1993-1995

MFA Computer Art
School of Visual Arts
New York, NY

1990-1993

BFA Design Art
Concordia University
Montreal, Canada

Expertise

User experience team leadership
Requirements gathering
Scoping
User research planning
Heuristic and competitive evaluations
Personas development
Participatory design planning
Task analysis
Scenarios
Flow diagrams
Site maps
Wireframes
Usability testing planning
Screen/functional specifications
Content and taxonomy strategy
Client presentation and facilitation

Projects

Large-scale, Multidisciplinary, User-centered, Short timeline, Transactional, Distributed delivery, CMS, Financial services, Travel, Publishing

Clients

First Union, IBM, Columbia House, United Airlines, iMany, Schroders Investments Limited, RBS, Societe Generale, BSCH, CommerzBank, SanPaolo IMI, Morgan Stanley, Mercer Human Resources, Liberty Travel, Starwood Hotels and Resorts, Brides, Ford Motor Company, SlimFast, XM radio, Citi

Work samples

<http://www.xmradio.com>

<http://www.slimfast.com>

<http://www.brides.com>

<http://www.starwoodhotels.com>

<http://www.mercerhr.com>

Affiliations

IAI

ACM

SIGCHI