

JF BOISVERT

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USER EXPERIENCE DESIGN & MANAGEMENT

ONLINE PORTFOLIO AVAILABLE AT

<http://www.user-interface.net/>

User Experience Design, Information Architecture, Visual Design, Interaction Design, Product Development, User Interface Design, User Centered Design, Usability Testing, Rapid Prototyping, Content.

JF Boisvert has 16 years experience in Web product development and management for fortune 200 consumer Web sites, enterprise portals & Web applications.

He holds an MBA in Technology Management from the University of Phoenix and a Bachelor degree in Design from Concordia University.

PROFESSIONAL EXPERIENCE

DESJARDINS GENERAL INSURANCE GROUP - Quebec, Canada - 2009 – 2010 (Note: JF is back in L.A. and available for an interview)

User Experience Advisor - Information Architect

Helped define and implement User Experience processes through real-life projects. JF was involved at management and team level to mentor the e-business team with User Experience best practices and Information Architecture for DGIG consumer Web sites and be the lead Information Architect to the Auto Quoter redesign project. Desjardins General Insurance Group is a 1.4 billion \$/year company with 14% of its revenue coming from its Websites.

CITYSEARCH - West Hollywood, California - 2008 - 2009

Director User Experience

Director User Experience, User Experience strategy and process, managed information architecture, usability testing and visual design resources for the design of Citysearch Web 2.0. Citysearch generated 200 million in advertising revenue through its new Website in 2009.

SIDEREAN SOFTWARE - El Segundo, California - 2006 - 2008
Director User Experience

User Experience Manager and lead for Fortune 200 clients and Seamark 4.5, the company's flagship product.

WALT DISNEY COMPANY - North Hollywood, California - 2005 - 2006
Sr. Information Architect

Sr. Information Architect for new and existing consumer portals for Walt Disney Parks and Resorts Online.

PACIFICARE - Cypress, California - 2004 - 2005
User Experience Manager

User Experience Manager and lead for Pacificare Health Systems consumer portals.

BXSYSTEMS - Quebec, Canada - 2001 - 2004
VP Product Development

Product Development Manager and lead for Web enterprise applications products.

CHARLES SCHWAB - San Francisco, California - 2000 - 2001
Director User Experience

User Experience Manager and lead for Web enterprise applications.

NETOBJECTS - Redwood City, California - 1998 - 2000
Director Product Design

User Interface Manager, Information Architect, Visual Designer for Web and traditional consumer software.

POINTCAST - Sunnyvale, California - 1996 - 1998
Director Ad Production

Production and Design Manager, Interaction Designer, Animator and Sales Engineer for Online Advertising
Production and Sales departments.

INTERNET SHOPPING NETWORK - Palo Alto, California - 1994 - 1996
Creative Director

Lead Visual Designer, Information Architect for consumer eCommerce portals. The company portal won the "InteractiveAge Site of the Year Award" in 1995.

T/MAKER - Mountain View, California - 1993 - 1994
Creative Director

Lead Interactive Designer for Multimedia Children CD-ROMs for Discovery Channel. The products he worked on won the "CES innovation award: Interface design" 1994.
