

JOHN CAMERON FAIRLEY

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SUMMARY

Sr. Interaction Architect with a proven track record building intuitive user-centered designs for the web that deliver on businesses strategic objectives and user need. Experienced building sites ranging in size from an interactive microsite to an enterprise template-based portal. With a background in development and interface design, and years of experience working directly with clients, I can bridge strategy, technology, and design for results that deliver.

EXPERIENCE

January 2003 – present

Sr. Interaction Architect

Blast Radius Inc.

Clients included CarMax, Crate&Barrel, NewellRubbermaid, Intrawest, AOL Shopping, AOL Kids, AOL Search, AOL Travel, Indigo Books & Music Inc., BMW and Bell eCity

- *Participated in strategic planning sessions with clients to define scope, audience, key business objectives, technical constraints and future needs*
- *Worked with a team including creative directors, content strategists, business analysts, technical architects and user researchers to deliver on requirements*
- *Mentored junior interaction architects on principles and practices*
- *Conducted review and collaborative creation sessions with clients*
- *Received annual award for Exceptional Client Service (2004)*

August 2002 – January 2003

Manager, Interface Development

Blast Radius Inc.

Clients included GM, Aeroplan and SONY

- *Managed a team of 4 full-time and up to 3 contract workers*
- *Responsible for interface development department staffing*
- *Worked with other discipline leads to define project methodology*
- *Set processes and best practices for department*
- *Initiated development of code and tool library*
- *Continued working as both IA and ID Lead*

December 2000 – August 2002

Production Lead / Information Architect

Blast Radius Inc.

Clients included Bang&Olufsen, Canadian Tourism Commission, BMW Canada, Rogers Inc., Famous Players, and Manitoba Telecom

- *Acted as consultant for issues pertaining to interface development*
- *Determined interface guidelines and best practices for projects*
- *Responsible for work of interface production team*
- *Worked with creative and technology teams to arrive at innovative solutions*
- *Developed sitemaps, workflows and wireframes based on defined business requirements*
- *Performed heuristic evaluation and competitive site audits*

March 1999 – November 2000

Information Architect

Rare Medium Canada Inc.

Clients included HP, Motorola, MyVirtualLife.com, Canada Computes, Johnson&Johnson Medical Products, and Purdue Frederick

- *Worked with clients to determine site requirements*
- *Worked with creative and user research team in a user-centered design process*
- *Developed personae, sitemaps, and wireframes based on defined business requirements*
- *Performed heuristic evaluation and competitive site audits*
- *Supported usability testing with prototypes*

May 1996 – March 1999

Jack of all Web

Hype! Inc.

Clients included Janssen-Ortho, OnTV, Irwin Toy, Players Racing, and Blake Cassels and Graydon.

- *Worked with clients to determine site requirements*
- *Managed site development*
- *Developed custom data-driven and dynamic applications*
- *Maintained the office network (MCP+I)*
- *Integrated visual design with back-end applications*

EDUCATION

1992 - 1996

Bachelor of Arts, History

York University

INTERESTS

Photography, Scuba Diving, Boardgames

REFERENCES

Mark Ury, Chief Experience Architect

Blast Radius Inc., 416.418.0975, mark.ury@blastradius.com

Jeremy Bell, Creative Director

Blast Radius Inc., 416.652.5555, jb@jeremybell.com