

Patrick Jordan - Information Architect & UXD

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Profile

I have dedicated over fifteen years towards developing professional digital experiences and web applications. I bring innovation and quality to global scale projects as readily as I add joy and personality to more modest endeavours. Ultimately, my goal remains the same in any project: to create a memorable and effortless experience that exceeds expectations.

Work History

Information Architect & UXD **Freelance** *July 2012 to Present*

- Producing user-flows, task analysis, storyboards, diagrams/wireframes and functional documentation
- Providing feedback, strategy planning, brainstorming and (coded) prototypes
- Will work independently or as a part of a team, remotely or on site and I am available for some travel based on availability

Director of User Experience **BabyRobot | kbs+p** *January 2011 to July 2012*

- Responsible for the user experience team as well as the strategy and interface of all digital projects
- Led the design and development of the company digital process and guided all major projects
- Held Director of Technology & User Experience role for 6 months where I restructured and rejuvenated the development team

User Experience Designer **Proximity | BBDO** *May 2010 to January 2011*

- Collaborated with account teams to help manage and grow client relationships
- Worked with the executive team to enhance and expand the role of Information Architect into the more broad role of User Experience Designer
- Worked on M&Ms Find Red which won a long list of awards including three bronze lions at Cannes

Information Architect **MRM | MacLaren McCann** *October 2008 to May 2010*

- Led workshops with clients to determine strategies and outline project goals
- Drove creative teams by initiating brainstorm sessions and bringing people together for collaboration
- Oversaw projects from inception through to launch, improving process every step along the way
- Helped develop standards for all IA documents produced at MRM

Lead Front-end Developer **MRM | MacLaren McCann** *November 2007 to October 2008*

- Developed enterprise scale web sites for global brands including GM, MasterCard, Nestle and Microsoft
- Maintained high levels of usability and aesthetic while building fast and stable interfaces
- Developed internal applications and technologies to automate and improve the capabilities of the technical department

Extended Work History

Web Developer/Consultant	Sole Proprietor	<i>October 2005 to November 2007</i>
Lead Developer	MGT Communications	<i>March 2003 to October 2005</i>
Senior Interface Developer	Blast Radius	<i>July 2000 to September 2002</i>
Developer	Ove Design	<i>December 1998 to July 2000</i>
HTML Programmer	Tarantula Interactive Corp.	<i>May 1997 to December 1998</i>

More About Me

I am a creative generalist, both when working and in my personal life. I am curious and like to understand how things work, especially people. I enjoy taking things apart, cooking complex meals, construction projects, photography, music, exploring the world and I'm always learning new things. I keep active through camping, downhill-skiing and a variety of team sports.