

ALFONS HUDESCU

Senior User Experience Architect

27 Honeywood Road, Thornhill, ON L4J 9C2

C : 416.823.5276 | E : alfons.hudescu@rogers.com

www.arkspace.ca | ca.linkedin.com/in/ahudescu | alfons.tumblr.com

Main Roles

Problem Solver

Identify problems, explore possibilities and define solutions
Solve the right problem at the right stage of the project

Communicator

Define clear objectives for effectiveness and efficiency
Communicate complexity in a easy-to-understand manner

Connector

Analysis and synthesis of information from related disciplines
Fulfill the needs and dependencies of other practices

Mediator

Reconcile business objectives / user needs / technological capabilities

SUMMARY OF EXPERTISE

Strategic Approach

Business Direction

Inform the definition of business goals by anticipating the user's point of view at the earliest stages of the design development
Articulate constraints, framing the design challenge in a larger context. Define the problem before working towards a solution

Strategic Planning

Collaborate with design team members and plan the development process to capitalize on strategic opportunities
Identify and implement an appropriate design development methodology in a given context

Design Analysis

Stakeholder Interviews

Facilitate discovery sessions with end users and/or clients, to articulate constraints, identify domain-specific problems and identify requirements

User Research

Conduct heuristic usability evaluations and competitive reviews and identify target audiences
Perform contextual research and analysis, to identify best practices in user-centered design

Requirements Definition

Articulate client objectives and define well-structured project requirements, with detailed specifications of proposed functionality and features, and main usage scenarios

UX Design

Information Architecture

Identify patterns in large amounts of data; define complex relationships and contexts in specific informational spaces

Content Modeling and Site Architecture development

User Flows modeling and definition of Site Navigation Systems

User Interface/Interaction Design

Structured, user-centered approach in development of complex user interfaces (covers information design, functionality & behaviour, navigation elements)

Develop UI Design documentation, identifying component relationship and hierarchy (wireframes)

Develop detailed UI Design Requirements Specifications

Process Integration

Information Architecture

Lead initial stages of design development efforts by identifying business priorities and defining user needs

Collaborate closely with strategists, designers and technologists to ensure product remains true to stated goals of functional design throughout the development lifecycle (including conflict resolution, negotiation and communication).

PROFESSIONAL EXPERIENCE - HIGHLIGHTS

2008-present
Position:

PROXIMITY CANADA / 2 Bloor Street W, Toronto
Lead User Experience Architect

- Lead the Information Architecture discipline, setting standards that are applied division-wide
- Defined a structured IA/UX Development methodology and shared the responsibility for the development of a unified, interdisciplinary design process
- Developed documentation for Proximity's new business development efforts

MARS Canada : www.unclebens.ca | www.whiskas.ca | www.mypedigree.ca
FRITO LAY Canada | www.tostitos.ca
JOHNSON & JOHNSON | www.splenda.com

- Defined detailed Business Requirements documents and completed UX Design documentation for major brand sites redesign
- Created Site Architecture framework and templated User Interface Design solutions integrated with client's CMS platform
- Actively collaborated with third-party vendors in the design, implementation and deployment stages

MONSTER.COM

- Defined the Design Methodology and developed detailed Functional Requirements and Design Specification for Monster's E-mail Communications Program, the most complex component of the Client's integrated CRM initiatives
- Collaborated with Monster's regional division to accommodate requirements for global deployment of their online CRM initiative

CAMPBELL'S CANADA

- Lead the UX Design development of Campbell's new Recipe site, cookwithcampbells.ca, from Concept definition to Requirements and Design Specifications
- Actively involved in Stakeholder interviews / work sessions to clearly define the main objectives and requirements of the site redesign
- Designed the mobile version of cookwithcampbells.ca

PROCTER & GAMBLE | GILLETTE.COM

- Created sitemaps, wireframes, and functional specifications for Brand and Corporate online communications initiatives
- Leading the Design Development process in redesigning the global Gillette.com website, to include Concept Interface Design, Content Analysis & Optimization and implementation of SEO and Accessibility best-practices
- Created the new Site Architecture framework and templated User Interface Design solutions integrated with Client's global CMS and deployment platform
- Actively collaborated with third-party vendors in the design, implementation and deployment stages

Other Clients

RBC; New Balance; Ontario Ministry of Health; Pepsi Canada

2006- 2007
Position:

OPONIA NETWORKS / 1071 King Street W, Toronto
Use Experience Design Lead

- Led the Design Development activities for the Oponia Ucaster, a networked collaboration software platform
- Developed sound, user-centered structural design solutions, encompassing Requirements Definition, Information Architecture and User Interface Design and Development
- Defined a structured IA/UX Development methodology and lead the interdisciplinary design process
- Developed detailed Functional Requirements and complete Design documentation, including Use Cases and Design Specifications
- Played an integral part in the Creative Development process, from Brand Definition to Creative Execution/Development

1999- 2005

Position:

MACLAREN McCANN DIRECT & INTERACTIVE / 10 Bay Street, Toronto

Senior Information Architect

- Oversaw the Information Architecture discipline, setting standards that are applied division-wide
- Defined a structured IA/UX Development methodology and shared the responsibility for the development of a unified, interdisciplinary design process

General Motors of Canada

- Created sitemaps, wireframes, and functional specifications for brand Divisional content (Pontiac, Cadillac, Chevrolet) and Corporate initiatives (Toronto Autoshow, GMC Ski Cup, GM Innovations, Dealer Websites)
- Developed detailed business/functional requirements and complete UX Design documentation for online applications/tools, such as GMAC Credit Application, GMAC Financial Advisor, Goodwrench Maintenance Guide, MyGM Personal Area
- Defined the Design Methodology and developed detailed Functional Requirements and Design Specification for E-Interchange Adaptive E-mail Program, the most complex component of the Client's integrated CRM initiatives
- Collaborated in major site redesign activities and was integral part in ongoing Usability Testing efforts, contributing to development of Usability Plans and interface prototypes (low and hi-fidelity)

Nestle Canada

- Developed detailed business/functional requirements and completed UX Design documentation for three different iterations of the Nestle Canada corporate website
- Conducted Stakeholder (Corporate and Brand) interviews and online surveys to clearly define the main objectives and requirements of the site redesign
- Created Site Architecture framework and templated User Interface Design solutions integrated with Microsoft CMS platform, as integral part of Nestle Global pilot project
- Developed Functional Requirements and Design Specification for Good Food Good Life E-mail Program and collaborated with third-party vendors in implementation and deployment stages

Rogers Communications

- Lead the design development process of the Rogers Video website redesign. Operated within a set of constraints (no changes to back-end/content architecture) and provided solutions to improve the overall usability of the site and quality of the user experience
- Created Site Architecture framework and templated User Interface Design solutions for Rogers Cable division, integrated within the established global user interface framework

Steinberg Media Technologies GmbH [for Zentropy Frankfurt]

- Initiated the integration of the IA Practice in the internal development process, including the provision of IA documentation templates
- Lead the development of the Conceptual Architecture of the corporate website and the User Task Analysis/Scenario definition
- Lead the development process of the corporate website redesign, including transactional and community-based sites. Proposed design was applied to all global online properties.
- Collaborated remotely with the Client and the development team (located in Hamburg and Frankfurt) for the entire duration of the design development process

Other Clients

McNeil Healthcare; Microsoft Canada; Intel Canada; Art Gallery Of Ontario

1998- 1999

Position:

MYNA COMMUNICATIONS INC. / 151 Front Street West, Toronto

Web Designer

In charge with corporate websites design, from early development stages to implementation and on-going maintenance

Main Client: **Honeywell Canada**

PREVIOUS PROFESSIONAL EXPERIENCE

1994 - 1996
Position:

KLEINFELDT MYCHAJLOWYCZ ARCHITECTS INC. / Toronto
Project Designer

1990 - 1993

AH Design, Timisoara, Romania (Private Practice)
Assistant Professor, University of Timisoara, Romania, Faculty of Architecture

1985 - 1990
Position:

IPROTIM Design Institute, Timisoara, Romania
Project Architect/Manager

EDUCATION

1997

Computer Programming and Internet Application Diploma
The Institute for Computer Studies, North York, Ontario

1979-1985

Bachelor of Architecture Degree
University of Architecture and Urban Planning, Bucharest, Romania

REFERENCES

Available upon request