

# JOHN CAMERON FAIRLEY

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## SUMMARY

Sr. Interaction Architect with a proven track record building intuitive user centered designs that deliver on businesses strategic objectives and user need. Experience working with some of the world's biggest brands on complex projects including mobile, multilingual translations, search disambiguation and eCommerce. 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

February 2008 – present

### **Sr. Interaction Architect**

#### **Klick Inc.**

Clients included Pfizer Canada, Sony Rewards, Johns&Johnson Consumer Brands, Wyeth Consumer Health, Allergan, Canpar, Rogers Inc.

- *Developed personas and performed heuristic evaluations on sites as part of strategic planning process*
- *Created experiences on multiple devices and services including iPhone, Blackberry, Facebook, and Twitter*
- *Developed tools from recipe databases to nutrition calculators for leading brands*
- *Participated in user research sessions and integrated results to enhance final products*

January 2003 – January 2008

### **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, Boardgames, Scuba Diving**

## **REFERENCES**

**Mark Ury, Chief Experience Architect**

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

**Colin Ballantyne, Sr. Project Manager**

Klick Inc., 905.580.6272, colinballantyne@gmail.com