Name	Bernadette Smail
Title	Senior Consultant / Senior UX Architect & Certified Usability Researcher
LinkedIn	ca.linkedin.com/in/BernadetteSmailUX

Experience

Senior UX Architect & Certified Usability Researcher with 20 years of experience in Graphic Design, Frontend- and Backend-Development in Advertising Agencies and IT companies in Germany and Canada.
Usability Research and Gamestorming techniques, Web, App & Mobile UI-Design, Wireframes,
Highly Interactive Prototypes and Annotations, Navigation Concept, Taxonomy, User Flows, Use Case Diagrams,
Sitemaps, and Heuristic Evaluations for Facebook Applications, Social Media, Responsive Web, Software, and
Mobile-Sites and -Applications.

Software	Axure, Omnigraffle, Adobe and Microsoft Office Products.

Date	February 2016 – present
Title	Senior UX Architect & Researcher
Company	IBM iX, Toronto
Description	Usability Testing, Stakeholder Interviews, Responsive UI-Design, Wireframes, Interactive Prototypes (Axure), Navigation Concept, User Flows, Sitemaps, Heuristic Evaluations for responsive online banking experience of Financial Institution. IBM Design Thinking Co-facilitation

Date	October 2010 – December 2015
Title	Senior Information Architect
Company	Grip Limited, Toronto
Description	Usability Research (open and closed Card Sorting, Usability Testing, Stakeholder Interviews, Ethnographic Studies), Web, App & Mobile UI-Design, Wireframes, Interactive Prototypes (Axure), Navigation Concept, User Flows, Use Case Diagrams, Sitemaps (Omnigraffle), Heuristic Evaluations, internal knowledge sharing presentations. For Facebook Applications/Games, Responsive Websites, and Social Media projects on accounts including Honda www.honda.ca (redesign pending), Acura, Budweiser, Stella Artois, Taco Bell, KFC www.kfc.ca, McCain www.mccain.ca, Splenda, Dare www.darefoods.com, Neutrogena, Aveeno, Boehringer Ingelheim, BandAid, Listerine, Kokanee, Clean & Clear, Wonderbread, CGA.

Date	January 2009 – October 2010
Title	Creative Team Lead
Company	Affinity Solutions Incorporated, Markham
Description	Web & Mobile UI-Design, Wireframes, Sitemap Development, Navigation Concept, Task Flows and Use Cases for a U.S. National Guard military portal and a Compliance Management System.

Date	November 2006 – December 2008
Title	User Experience Designer, PHP Developer
Company	Netex Enterprises Inc., Toronto
Description	Web Application Development, UI-Design, Wireframes, Sitemap Development, Navigation Concept, Process Flows, and Development of a Patient Management System for the Elkie Adler Assistive Technology Clinic at Baycrest/Sunnybrook, PHP & CSS development for a Social Networking Website, PHP & AS3 Development of Digital Signage Software.

Date	2002 – 2006
Title	PHP Developer / Art Director
Company	KopfKunst, Bremen, Germany
Description	Content Management System Development, Sitemap Development, Navigation Concept, Process Flows, Wireframes, PHP/MySQL, CSS Development, UI-Design, Print & Web Design, Trainee Instructor.

Date	1999 – 2001
Title	Web Designer - Team Lead
Company	addition marketing kommunikation gmbh, Hamburg, Germany
Description	Team Lead, Graphic & UI-Design, Concept of Static & Dynamic Web Sites, E-Shop Design, Study Advisor for Axel Springer Publishing House Study: "Optimizing web shops considering advertising psychology"

Date	1997 – 1999
Title	Print & Web Designer
Company	kitz kommunikation, Bonn, Germany
Description	Print & Web Design

Date	1995 – 1996
Title	Graphic Designer
Company	Bach & Partner, Cologne, Germany
Description	Design of Print Material for Citibank, Germany

Education

Date	2016
Title	IBM Design Thinking Practitioner
Institute	IBM, Toronto
Date	2014
Title	Certified Usability Researcher
CXR Cert. #	CXS72281202
Institute	Akendi, Toronto
Date	2007
Title	Actionscript 2 & 3
Institute	Ryerson University/The Chang School
Date	2001
Title	PHP & MySql Advanced
Institute	SAE Institute, Berlin, Germany
Date	2000
Title	Moderation & Presentation
Title	Planning and Project Management of Web Presences
Title	Information Architecture
Title	e-Commerce
Title	Flash Animation
Institute	NOVUM - Seminare für neue medien
Date	1997 – 1998
Title	Certified Multimedia Designer
Institute	InMedia Bildung
Date	1992 – 1995
Title	Certified Graphic Designer
Institute	Richard-Riemerschmid-Berufskolleg
	German Trade Chamber

Personal Interests

Being a mother to my four year-old daughter,
genealogy, belly dance, running, sewing, gardening.