

BRIAN MARCHAND**EMAIL**
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To whom it may concern,

The story of my professional life began more than two decades ago when I discovered that my passion for art and design could be mixed with my propensity for building better people experiences. As an ardent digital product designer, creative director, team leader and woodworker, I became determined to combine my interests. I have built on my passions and have pursued a successful career in online communications.

I am an empathetic, supportive and motivated leader. I strive to meet company objectives while providing a clear path for designers, allowing them to focus on their respective craft. I build bridges, remove hurdles and work collaboratively with colleagues to ensure successful daily outcomes. For more than 20 years I have worked in both small and mid-sized agency settings, as well as large corporate environments, leading multidisciplinary teams of professionals in digital product design. I can anticipate and iterate on user expectations through the use of design language. From high fidelity wireframes to journey and empathy maps, I have focused on creating beautiful and accessible online experiences while ensuring that design and accessibility best practices are employed.

As the Director of Product Design at TouchBistro, I am responsible for the growth and success of the product design practice. Within a short time frame, I have led, supported and continue to build a strong team of designers of varying levels of proficiency.

As the Design Strategy Lead for mobility at TELUS Digital, I was responsible for the health and success of the design practice in Mobility. This team of visual and UX designers ranged in levels from junior to senior. My role was to support them, mentor them and facilitate the design relationships between all of the business units across TELUS Digital.

With a proven track record of creating and implementing data-driven design outcomes, I have brought together pre-eminent experts in the field of UX to share knowledge with those working in this area. In 2014, I founded the UX Day Toronto Conference. After the resounding success of this endeavour, I co-founded the Design & Content Conference in Vancouver. This event has brought together experts and novices in the UX and content strategy fields from across North America throughout the last decade.

I also ran a fruitful online communications firm for 12 years. As an entrepreneur, I built my own repertoire of skills, including the ability to market, promote, and advertise just about anything. I can persuade, plug, and shift perspectives. But more important than any other skills I have developed, is my ability to listen, empathize and create engaging people experiences through visually-pleasing and effective design.

I can be reached anytime at (416) 885-1458.

Sincerely,



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PRACTICE

MORE THAN TWO DECADES DEDICATED TO ONLINE COMMUNICATIONS; DESIGN STRATEGY LEADERSHIP WITH A KEEN FOCUS ON DATA-DRIVEN UX DESIGN.

SUCCESS

BUILDING & MAINTAINING LONG-TERM INDUSTRY RELATIONSHIPS; WORKING IN BOTH AGENCY & CLIENT ENVIRONMENTS LEADING MULTI-MILLION DOLLAR NATIONWIDE E-COMMERCE PLATFORMS.

LEADERSHIP

MANAGE, MENTOR & GROW MULTI-DISCIPLINARY PRODUCT DESIGN TEAMS, BOTH SMALL AND LARGE.

RECENT EXPERIENCE

JUNE 2021-PRESENT

TOUCHBISTRO INC.
Director, Product Design

As the Director of Product Design, I am responsible for the growth and success of the product design practice at TouchBistro. Within a short time frame, I have led, supported and continue to build a strong team of designers of varying levels of proficiency. Objectives and priorities to date have included:

- Creation of new design processes, programs, playbooks, and design activities.
- Facilitation of UX research programs to help drive customer informed decisions.
- Deconstruction of our complex ecosystem of features to simplify our product.
- Creation of a new framework to implement a new design system.

I am an empathetic, supportive and motivated leader. I strive to meet company objectives while providing a clear path for designers, allowing them to focus on their respective craft. I build bridges, remove hurdles and work collaboratively with colleagues to ensure successful daily outcomes in the following areas:

- Encouraging data-driven design that lines up with the company's KPIs
- Providing strategic design advice to 10+ product verticals
- Delivering design support and resourcing to over 20 PM's/ PO's
- Leading the creation and implementation of design strategies and processes
- Building design roadmaps with integration schedules
- Employing future budget planning and resourcing opportunities

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RECENT EXPERIENCE

JULY 2018-NOV 2020

TELUS DIGITAL
Design Strategy Lead

As the Design Strategy Lead for Mobility at TELUS Digital, I was responsible for the health and success of the design practice within the Mobility division. This team included 6 junior and senior visual and UX/Experience designers. My role was to support and mentor this team while facilitating design relationships amongst all business units across TELUS Digital.

- Design principal for a complex Nationwide e-commerce product that saw millions of transactions every day.
- Ensured the customer journey was easy, efficient and enticing.
- Defined and navigated design roadmaps, critical downstream systems, consistency and parity throughout the entire telus.com website.

FEATURED PROJECT

In order to introduce 'unlimited' plans and device financing to the market, I was selected by the Director of Mobility at TELUS to lead the design for the new program. My priorities for this 8 month intensive project included:

- Defining the overall foundation of the new experience and customer journey.
- Creating and facilitating a 3-day intensive discovery workshop, which included all business units across TELUS (an unprecedented activity for TELUS).
- Running a number of smaller workshops with teams across the organization for design thinking and journey mapping.
- Presenting progress twice a week to our Directors, VP's and SLT
- After a successful launch in the summer of 2019, TELUS saw an increased attach rate of new plans and premium devices which led to an overall RGU increase. I was rewarded internally for my contribution to the successful launch of the program and for employing our TELUS guiding principles throughout the project.

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PAST EXPERIENCE

JAN 2014-MAY 2017

PREMISE DESIGN
Creative Director, Digital

KEY HIGHLIGHTS

Helped startups execute their vision. Coached clients during the early stages of their business. Naming and identity, technology and innovation, I directed clients in both web and mobile landscapes. Lead a team of talented UX/Experience designers and developers, guiding them to reach their ultimate potential.

SEPT 2002-JAN 2014

NINESIDES INC.
Principal Owner, Creative Director

KEY HIGHLIGHTS

Ran a successful digital communications agency from 2002 to its acquisition in 2014. Confident in pitching big ideas and executing them; discussing budgets, closing deals, up-selling, and future-proofing. Supporting staff and engaging consultants on demanding and time-sensitive projects; ensuring client satisfaction and success.

SEPT 2001-AUG 2002

CBC TORONTO
Senior New Media Producer

KEY HIGHLIGHTS

Producer at Canada's #1 broadcasting corporation. Lead digital design for TV Arts & Entertainment. Projects included The Nature of Things With David Suzuki, Trudeau: The Mini Series, This Hour Has 22 Minutes, and a further portfolio of national television programming.

EDUCATION

SEPT 1998 - SEPT 1999

INTERNATIONAL ACADEMY / DIGITAL MEDIA PRODUCTION

SEPT 1997 - SEPT 1998

GEORGE BROWN COLLEGE / CLASSICAL GRAPHIC DESIGN

EXTRAS

2015 - CURRENT / VANCOUVER, BC

DESIGN&CONTENT CONFERENCE / CO-FOUNDER

JUNE 20, 2014 / TORONTO, ON

UX DAY TORONTO CONFERENCE / FOUNDER