

Jeff Chausse

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User Experience Leadership With Agile Expertise

Versatile UX design leader with over 13 years experience designing B2B and B2C online user experiences – in both hands-on and management roles (10+ direct reports). Experienced product manager, overseeing complex projects with multiple stakeholders. Agile/Scrum expert with extensive experience in both Product Owner and Scrum Master roles. Former Software Engineer, with extensive background in front-end web development. Exceptional communicator, with experience presenting to executives and conference audiences.

Software Skills

Advanced: Axure RP, Balsamiq, OmniGraffle, Visio, JIRA, Pivotal Tracker, Photoshop, HTML, CSS, WordPress
Experienced: Morae, Silverback, JavaScript, jQuery, Microsoft Office Suite

Professional Experience

April 2014 – Present

FORRESTER RESEARCH – Cambridge, Massachusetts
Principal User Experience Designer

Responsible for the user experience of Forrester's client portal and mobile applications. I perform hands-on strategic and tactical design work, and also coordinate the work of outside agencies and internal development teams. So far at Forrester, I've been responsible for the following systems from conception, through launch, and into maintenance:

- The redesign of our client web portal as a responsive (RWD) website
- A major client homepage redesign focused on driving engagement with our full suite of services
- The design of the new Forrester Insights iPhone app
- The conversion of the Forrester Insights iPhone app to a universal iOS app
- The design of the Forrester Insights Android app
- Numerous client portal features and usability enhancements.

August 2013 – April 2014

BOSTON INTERACTIVE – Boston, Massachusetts
Lead User Experience Designer

- Led UX process for complete redesign of Simmons College web properties, including interviews, sitemaps, and wireframes
- Performed wireframe and sitemap design for clients including:
 - Minuteman Health
 - Lux Research
 - FatCow.com
 - Wire Belt Corporation
 - Five Star Senior Living
 - Loomis|Sayles
 - Boston Children's Hospital Trust
 - New England Quality Care Alliance (NEQCA)
- Performed user and stakeholder interviews and usability testing, including eye tracking studies
- Led design workshops for collaborative persona and user story development
- Played key role in introducing Agile development practices to Boston Interactive

June 2013 – August 2013

SAPIENTNITRO – Boston, Massachusetts
UX Designer (Contract)

- Designed site maps and wireframes for redesign of Philips Healthcare website
- Designed interactive Infographic for Travelers Insurance

May 2011 – May 2013

KOKO FITCLUB – Rockland, Massachusetts
Online Experience Product Manager

- Performed hands-on UX design (wireframes, user flows, etc.) for MyKoko membership site, web-based club administration system, and several unannounced projects, leading teams of 4-6 internal and external designers and developers
- Served as Scrum Product Owner for core consumer-facing and internal web applications
- Hired and supervised outsourced design agencies and freelance resources
- Personally redesigned KokoFitClub.com (UX and Visual Design)
- Worked with VP of Product Development to continually improve team's Agile development methodologies
- Consulted with executive team members on offline branding, marketing, User Experience

April 2008 – April 2011

HARMONIX MUSIC SYSTEMS, INC. – Cambridge, Massachusetts
Web Director

- Managed staff of 6-12 through design and development of five major web sites and relaunches, from conception to maintenance phases: <http://www.RockBand.com> (2 major relaunches), <http://www.TheBeatlesRockBand.com>, <http://www.DanceCentral.com>, <http://www.GreenDayRockBand.com>, <http://www.HarmonixMusic.com> – total site traffic exceeds 7,000,000 monthly pageviews and 700,000 monthly unique visitors
- Directly collaborated with UX Design staff on several major initiatives
- Defined strategic goals and provided creative direction on key functionality for all company web projects, personally presenting web strategies to MTV Networks' President, and Apple Records' CEO
- Hiring manager for cross-functional team of 12 designers, developers, quality assurance staff, editors, and production personnel
- Collaborated with game team to create unique interactive web features involving two way communication between Rock Band 3 console game, RockBand.com, and Facebook
- More than doubled registered site users from 210,000+ to 470,000+ between 2009 and 2011
- Devised content strategy for RockBand.com and DanceCentral.com; managed a strategic blog relaunch which doubled monthly pageviews to over 300,000
- Led web-based marketing efforts to build Rock Band and Dance Central social media networks to 40,000+ Twitter followers and 1,000,000+ Facebook Fans in less than two years
- Managed external developers of multiple promotional microsites for partners including Paramount Pictures, Energizer, Harrah's International, and Truth (anti-smoking campaign)



ZOOM INFORMATION, INC. – Waltham, Massachusetts

September 2007 – April 2008

User Experience Team Lead

- Led User Experience design process for company's flagship search engine tool, performing scripted user testing, heuristic analysis, persona development, wireframing, and user flow design
- Supervised team of two front end developer/graphic designers
- Consulted with Product Managers to define product requirements

HILL, HOLLIDAY – Boston, Massachusetts
Digital Technology Director

October 2006 – September 2007

- Provided technical and user experience leadership on all online marketing initiatives, consulting with project managers, creative directors, art directors, and account managers
- Performed market research to inform positioning strategies
- Planned and managed development of blog-centric, community oriented sites including <http://www.LetsTalkHealthCare.org> and HomeGoods' "Openhouse" blog

- Designed and pitched an innovative online “Collection Browser” system for Museum of Fine Arts, Boston
- Hired and supervised vendors, including boutique agencies, freelance developers, service providers, and offshore resources
- Consulted with client IT organizations to ensure smooth integration of projects into client content management systems
- Participated in new business pitches and other major client-facing presentations
- Performed hands-on HTML/CSS/JavaScript and PHP development as necessary

Select Clients:

TJX, Liberty Mutual, Harvard Pilgrim Healthcare, Maven Networks, Boston Museum of Fine Arts, Covidien (Formerly Tyco Healthcare), Virgin, CVS

ZOOM INFORMATION, INC. – Waltham, Massachusetts
Senior Software Engineer

April 2006 – October 2006

- Led front-end development (XHTML/ASP.NET) on several web site projects
- Introduced AJAX-based features to ZoomInfo’s flagship “PowerSearch” product
- Served as mentor to two entry-level ASP.NET/HTML developers

GROOVE NETWORKS – Beverly, Massachusetts
 (Later Microsoft)
Senior Web Developer

December 1999 – April 2006

- Developed and maintained company’s web presence, supporting \$15M annual product revenue, and 20,000 unique weekly visitors
- Designed and implemented developer-oriented sub-site, including downloadable file archive, extensive documentation library, and community-oriented forums
- Designed and developed a complete blog publishing system used by company executives, helping to introduce one of the first executive blogs to the Internet

COGNEX CORPORATION – Natick, Massachusetts
Web Specialist

April 1998 – December 1999

- Single-handedly designed and implemented IIS-based Intranet and public Internet sites using DHTML and ASP, to support a multinational company of 600+ people, with annual revenues over \$100M
- Redesigned static Internet site using Active Server Pages (ASP) to add dynamic features such as a job database, training course catalog, and an interactive annual report (using JavaScript and Java)

Education/Certification

Worcester Polytechnic Institute
B.S. Computer Science, 1997

Scrum.org
Professional Scrum Product Owner, 2011

Scrum Alliance, Inc.
Certified Scrum Product Owner, 2012

Speaking Engagements & Awards

Love @ First Website, Portland OR 2008
Keynote Speaker, Panelist

The 14th Annual Webby Awards (2010)
*Best Games-Related Website:
 TheBeatlesRockBand.com*

Boston University (2013)
 CM519 Interactive Marketing and Communications
Guest Lecturer