

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 using Agile/Scrum methodologies. Former Software Engineer, with extensive background in front-end web development. Exceptional communicator, with experience presenting to executives and conference audiences.

Skills

Design Skills: Interaction design (Web, iOS, Android), wireframing, design systems development, browser-based prototyping, responsive web design (RWD), user research, usability testing, persona development, journey mapping, design studio facilitation.

Key Tools: Sketch, Axure RP, InVision, Zeplin, Photoshop, JIRA, HTML, CSS, JavaScript, WordPress

Professional Experience

April 2014 – Present

FORRESTER RESEARCH – Cambridge, Massachusetts
Manager, Principal User Experience Designer

Responsible for the user experience of Forrester's client portal and mobile applications, and manager of a graphic design team. I performed hands-on strategic and tactical design work, and also coordinated the work of outside agencies and internal development teams. I was principal UX designer for all of the following systems – from conception, through launch, and into maintenance:

- The UI design (including reusable pattern library) of Forrester's forthcoming "customer experience cloud" product, an advanced SaaS system
- The redesign of our client web portal as a responsive (RWD) website
- The Forrester Insights native iPhone app
- The Forrester Insights native Android app, with a new look and feel, incorporating Material Design concepts
- The Forrester Insights "universal" app – a React Native app merging the iPhone and Android apps into a single codebase and look & feel
- 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
- Created 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



ZOOM INFORMATION, INC. – Waltham, Massachusetts
User Experience Team Lead

September 2007 – April 2008

- 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