

## Jeremy A. Butler

User Experience Specialist / Web Developer / Information Architect  
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**Goals:** Create amazing, easy to use, websites and applications. One day lead my own team of user experience specialists in making the web a better and easier to use. This would add value to client business goals of increasing traffic or sales.

### Employment:

2006-Current  
**JeremyAButler.com**

#### **Lead Code-monkey/ Design-monkey/ Usability-monkey**

**Clients include:**

Dave Phillips  
Ivan Leonard  
Working-Together

Every project I have worked on has given me new insights in to how each client has different needs, ranging from search engine optimization to selling a service. Some clients are worried more about the design of their page, while others simply need to get their message out. I can provide a usable and elegant website that is tailored to each clients particular set of needs and requirements.

2008  
**Analytic Design Group**  
1300 Richards Street,  
Vancouver, BC

#### **User Experience Specialist**

Worked with some of the best talent in the field, on User Experience & Information Architecture projects.

**Projects Worked on:**

**Tourism Whistler:** For TW I was responsible for creating many of the first version wire-frames, as well as becoming the 'go to' person for information on their content by inventorying all of their content. I worked extensively on creating logical connections in content and how to format their website to make it more user friendly.

**Translink:** I was a junior member of the User Experience team that provided feedback on the 'Trip Planner' section of their website. We created several wire-frames of an improved 'Trip Planner' and gave it back to Translink for implementation.

**AT&T – RIM:** For this client, I was responsible for setting up our portable Usability Testing lab in Seattle. I was on site to work through an technical difficulties, as well as keeping usability notes on the results. I also was responsible for formatting and slicing the video for online reporting.

**BC Centre for Disease Control:** For this client, I assisted in updating a dozen or more wire-frames, modernizing their formatting to match client requests, as well as moving them from a Mac only format [Omnigraffle] to a PC format, [Visio].

2008

**Critical Mass**  
402 - 11 Avenue SE,  
Calgary, Alberta

**Information Architect – Intern**

During my internship with Critical Mass I got to work with the then largest web firm in Canada with such prestigious clients as BMW, Hyatt, USAA and many others. This two month internship required me to move to Calgary, but was well worth the experience.

**Projects Worked on:**

**USAA:** For this client I participated in a great many brainstorming activities, adding my creative input, as well as being responsible for seeing a 'hard to use' point in their website. I then created several possible solutions to the weakness and presented them to my project lead. While I was not there to see the whole process, I do note they are now using one of my ideas.

**Rolex:** For this client I provided the results of extensive research on a particular aspect of flash navigation, as well as which other companies/brands were creating websites with this aspect of flash.

2006-2008

**North Shore Winter Club**  
1325 E Keith Road  
North Vancouver, BC

**Iceman**

While going to school, I worked part time as an Iceman, which is also better known as the guy who drives the Zamboni at the ice rink.

**Projects Worked on:**

**Zamboni Driving:** I was responsible for re-surfacing the ice between uses, as well as waving to the crowd as I went by.

**Maintenance:** The slightly less glamorous side of being an iceman meant that when I wasn't driving the Zamboni, I was working on building maintenance ranging from painting walls to helping rebuild the aforementioned machines when they broke down.

**Education:**

2006-2008

Diploma – Interactive Design Program

2003-2006

Associate Degree of Arts

2003

Introduction to Java Games Programming - BCIT

**References:**

**Karyn Zuidinga**

Director of User Experience – Analytic Design Group

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Phone: [Office] 604.669.7655

**Dave Phillips**

Personal Life Coach – Freelance Client

Email: [Dave@dphillips.com](mailto:Dave@dphillips.com)

Phone: [Office] 604.987.7510