

**Product Ambassador and UX/UI Designer** with 6 years of sales experience as well as 10 years of expertise as a UX & UI Designer, Marketer, IT Consultant, and Entrepreneur, backed by a strong performance record.

## SALES + EXPERIENCE DESIGN

### MPrinthouse | 2012-Present

Account Executive

Led end-to-end sales channel for political campaigns, providing printing, marketing, and web development solutions

- ⇒ **Initiated and led sales** of over \$250,000 in new business with contract values ranging from \$1,000 to \$40,000.
- ⇒ **Managed** MPrinthouse's presence at conferences and pitched to elected officials, c-level executives, VPs, and directors. Generating new business opportunities.
- ⇒ **Created** digital and community management strategies for political campaigns, including significant portion of Stephen Harper's re-election campaign.
- ⇒ **Developed sales strategies** and trained new account managers. Developed strategy that identified prospects and key stakeholders in top tier accounts, and optimized efficiency of sales process. Led to bid for \$600,000 contract (currently under review).

### Marketeks | 2003-2015

UX Designer, Product Manager, & Account Executive

Unify the customer experience across product design, marketing, sales, and channel development.

- ⇒ **Led ecommerce strategy**, creating a Shopify online store with buying paths for consumers, wholesalers, and third-party distributors and implemented Amazon drop-shipping and dealer distribution strategies. Ecommerce sales increased from 0% to 15% of total sales.
- ⇒ **Conducted** technical product demos and improved physical products, including the re-design of Air Bandit filtered bandanas, leading to improved sales (30% increase) and higher customer satisfaction ratings.
- ⇒ **Redesigned and repositioned core products** such as the patented Luminite inflatable light tower, leading to over 20% increase in product sales.
- ⇒ **Developed spinoff Home Depot line**, WorXbrite light tower, promoting product in U.S. and Canada directly to stores and via tradeshow – winning "best booth / greatest product" award at the ICUEE (out of roughly 1000 booths).
- ⇒ **Designed and produced all video/photo/print collateral** such as procedural guides and promo materials.

## PRODUCT MANAGEMENT + ENTREPRENEURSHIP

### Athledo | 2013-2015

UX Designer & Product Developer

Led the overhaul of a sports analytics and management platform to improve and simplify user experience for coaches (Boomers) and athletes (Millennials).

- ⇒ **Designed and coded initial UI** in Ruby on Rails (later shifting to PHP), and developed wireframes in Photoshop and web app structure to create Minimum Viable Product.
- ⇒ **Sourced and managed engineering team** in India to build responsive design architecture for SaaS product and iPhone app in tandem, using open-source tools and PHP/MySQL. Implemented methodologies such as Agile Development and Design Thinking to optimize user experience.
- ⇒ **Piloted product** with University of Pennsylvania and Western University alpha customers. Developed KPIs and closely monitored product usage to inform future development.
- ⇒ **Translated customer feedback into features** such as a recruiting search engine, user-generated bug reporting, scheduling tool, video/photo sharing, booster coordination, and fundraising options, leading to greater of the product.

### Uhber | 2011-2013

Founder & Owner

Conceptualized and created a responsive-design, cloud-based universal homepage/search engine.

- ⇒ **Conducted market research** on use of search engines leveraging PEW research studies and Alexa data to understand generation-specific user behavior.
- ⇒ **Crafted UI prototype** in HTML and WordPress, then transitioned to Ruby and Twitter Bootstrap. Created demo web searches to illustrate product value.
- ⇒ **Architected back-end database** and built team to execute beta development in Redis. Developed product through several iterations, and launched within 6 months.
- ⇒ **Analyzed user behavior** through implementation of administrative dashboard, keeping track of several KPIs. Utilized A/B testing, leading to numerous product enhancements.

*Full design portfolio can be found on [www.devonv.com](http://www.devonv.com)*

## EDUCATION

**Western University** – (B.A.)(c) Media, Information & Technoculture (MIT), Politics & Philosophy (electives in Computer Science)

**Algonquin College** – Diploma, TV Broadcasting

**Colonel By Prep School** – Diploma, Honors

99<sup>th</sup> Percentile on SAT (2290) | #1 on Math Entrance Exam | Computer Studies Scholarship

**Technical Skills:** Salesforce CRM, HTML, Ruby on Rails, Swift, WordPress, Shopify. Adobe Photoshop/Premier/Audition/AfterEffects, Final Cut Pro. Mac OSX and MS Windows. Basic Linux/UNIX.

Fluent in French – Reading, Writing, Speaking