Neil Dixon
Experience Designer

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Experience

ITX Corp | Interaction Designer

Mar 2020 - Present

Lead design strategy for our client Paychex for implementation of tasks management tool. Fixed multiple usability issues and improved application hierarchy. Increased user satisfaction by 30%.

Porter Airlines | UX/UI Designer

Aug 2019 - Nov 2019

3 month contract to design 9 web forms to improve user journey of claiming expenses for airline customers. These forms allowed tasks that were once done by the call centre to be self-service. This reduced call centre tickets by 25%.

Cabinet Office Communications | UX Specialist

Nov 2018 - Aug 2019

Conducted user experience research methodologies for discovery phase of Ontario Government media tracking tool. This included customer journey mapping sessions, affinity mapping, site map, and user flows. This research helped to determine priority feature builds in our sprints.

Worked with a team to create the Ontario.ca design system. Conducted research to learn best practice for input fields, accessible design of forms, and iconography.

Ministry of Colleges and Universities | Project Officer

June 2017 - Oct 2018

Lead 3 days of user observations for a redesign of paper intake form for low literacy clients. Conducted user testing with a prototype that received excellent reviews from major stakeholders. Task success was increased by 30%.

Built a prototype for a redesign of an apprenticeship application. This prototype fit new branding and AODA compliance. Time on task was reduced by 20%.

Summary

Experience Designer with over 3 years of experience. Passionate about solving problems through design, usability metrics and accessibility.

Education

Unviersity of Waterloo

Global Business & Digital Arts

Sep 2013 - Apr 2017

Juno College

Part-time Web Development

Oct 2017 - Nov 2018

Skills

Design: UI graphics, user flows, wireframes & mockups with Figma, micro-interactions with Principle, pitch decks.

Research: usability metrics, collecting user data, journey mapping, service design blueprints, tree testing, card sorting, A/B testing.

Communication: presenting usability findings, pitching ideas, facilitating workshops.

Software

Figma/Sketch/Adobe CC/ Invision/Principle/Axure