

Gail Leija

EXPERIENCE STRATEGY & DESIGN LEADERSHIP

gail@gl-ue.com

I lead multidisciplinary teams to craft exceptional experiences that help people do the things that matter to them, deepen their relationships with the products and brands they care about, and make their lives better.

I use my strengths, skills and passions to

- **Clarify goals and frame opportunities** for innovation, differentiation and transformation
 - **Synthesize and translate data** and research into actionable insights that drive customer experience strategy and design
 - **Tell persuasive stories** that clarify both the business and the customer value of human centered design
 - **Visualize experiences** that situate products and services in the context of people's lives through customer journeys, experience ecosystems and touchpoint maps
 - **Collaborate** with designers and technologists to bring experiences to life
 - **Build and lead** teams, coach and mentor talent
 - **Create value and deliver results**
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PROFESSIONAL HISTORY

Current	Director Digital Customer Experience Scotiabank Digital Factory
2017-2018	Group Creative Director Experience Design SapientRazorfish As Discipline Lead for Experience Design & Research for SapientRazorfish Toronto I managed and mentored a team of interaction designers, information architects, content strategists and user researchers.
2013-2017	Group Director Experience Design Razorfish, Toronto (formerly Nurun) Led interaction design for responsive web, mobile apps and digital in-store prototypes for Walmart Canada, LCBO, Moneris, Atlantic Lottery.
2009-2013	Senior Manager Experience Design & Research SapientNitro,, Toronto Performed, planned and directed experience research, synthesis, modeling, design and testing for such clients as Target, JCPenney, Sony, Harley-Davidson, TD Bank, BMO, The Weather Network and Bausch+Lomb.

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PROFESSIONAL HISTORY *(cont'd)*

2007-2009

User Experience Strategist & Designer | gl-ue.com, Toronto

New to Toronto, I spent two years getting to know the city by freelancing for creative and account teams at OgilvyOne, Organic, Tribal DDB, Critical Mass, Sapient and Publicis to develop experience models, scenarios, wireframes and prototypes and for American Express, Kraft, Bank of America, Heart & Stroke Foundation, TD and Mitsubishi.

2003-2007

User Experience Lead | Susan G. Komen for the Cure, Dallas TX

Collaborated with internal and external stake holders, including Komen staff and volunteers, as well as scientific researchers, health educators, survivors and activists to create innovative online solutions to further the Komen promise to save lives and end breast cancer by empowering people, ensuring quality care for all and energizing science to end breast cancer.

2001-2003

Senior Information Architect & UX Lead | Verizon, Irving TX

Led multidisciplinary teams of designers and developers within the eBusiness practice to deliver both internal, web-enabled applications and online customer-facing telecommunications services.

2000-2001

Director of Information Architecture | Sapient, Addison TX

As Practice Lead for Dallas, Austin and Houston, I provided high-level leadership to the creative team while contributing to the design and delivery of a multimillion-dollar occupational healthcare system.

AREAS OF EXPERTISE

- **Facilitation:** Stakeholder alignment, co-creation and workshop design
 - **Research:** Qualitative techniques including ethnography and contextual inquiry
 - **Experience Modeling:** Personas, customer journeys and ecosystems
 - **User Testing:** In-person and remote moderated and un-moderated
 - **Verticals:** Retail, telecom, transportation, government, non-profit and financial
 - **Experience Design:** Information architecture, interaction design & content strategy for transactional websites, marketing sites, apps, portals and kiosks
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EDUCATION & ACTIVITIES

Master of Fine Arts | Arts & Technology

University of Texas at Dallas, Institute for Interactive Arts and Engineering

Bachelor of Fine Arts | Electronic & Kinetic Sculpture

School of the Art Institute of Chicago

Program Advisor for Sheridan College Interaction Design BA Degree