

# 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.

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## 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 the business and customer value of a customer-centric approach across multiple touch points and devices
  - **Visualize experiences** that situate products and services in the context of people's lives with customer journeys, ecosystems and data driven experience 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

2017-PRESENT

### Group Creative Director Experience Design | SapientRazorfish

As Discipline Lead for Experience Design & Research for SapientRazorfish Toronto, I manage and mentor a team of interaction designers, information architects, content strategists and user researchers. Together we advance the user experience practice through insight generation, sketching, prototyping and experience modeling. I also lead experience strategy and new business pursuits.

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.

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### 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