

Jeff Chausse

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UX Design Leadership for Agile Web + Mobile Teams

Versatile UX design leader with over 13 years experience designing B2C and B2B online user experiences – in both hands-on and management roles (10+ direct reports). Experienced product manager, overseeing complex projects with multiple stakeholders using Agile/Scrum methodologies. Former Software Engineer, with extensive background in front-end web development. Exceptional communicator, with experience presenting to executives and conference audiences.

Skills

Design Skills: Interaction design (Web, iOS, Android), wireframing, design systems development, browser-based prototyping, responsive web design (RWD), user research, usability testing, persona development, journey mapping, design studio facilitation.

Key Tools: Sketch, Abstract, Axure RP, InVision, Zeplin, Photoshop, JIRA, HTML, CSS, JavaScript, WordPress

Professional Experience

November 2019 – February 2020

Wayfair – Boston, Massachusetts
Senior Product Design Lead

Responsible for the user experience of Wayfair's Attached Services business (assembly, warranty, and installations) in Wayfair's Storefront organization. In addition to leading design on a cross-functional team of developers, QA, and product management, I collaborated with a large UX team of product designers, researchers, and content strategists on major shopping cart and checkout redesign.

April 2014 – Present

FORRESTER RESEARCH – Cambridge, Massachusetts
Manager, Principal User Experience Designer

Responsible for the user experience of Forrester's client portal and mobile applications, and manager of a graphic design team. I performed hands-on strategic and tactical design work, and also coordinated the work of outside agencies and internal development teams. I was principal UX designer for all of the following systems – from conception, through launch, and into maintenance:

- The UI design (including reusable pattern library) of Forrester's forthcoming "customer experience cloud" product, an advanced SaaS system
- The redesign of our client web portal as a responsive (RWD) website
- The Forrester Insights native iPhone app
- The Forrester Insights native Android app, with a new look and feel, incorporating Material Design concepts
- The Forrester Insights "universal" app – a React Native app merging the iPhone and Android apps into a single codebase and look & feel

BOSTON INTERACTIVE – Boston, Massachusetts
Lead User Experience Designer

August 2013 – April 2014

- Led UX process for complete redesign of Simmons College web properties, including interviews, sitemaps, and wireframes
 - Created wireframe and sitemap design for clients including:
 - Minuteman Health
 - Lux Research
 - Wire Belt Corporation
 - Five Star Senior Living
 - Loomis|Sayles
 - Boston Children's Hospital Trust
 - New England Quality Care Alliance (NEQCA)
 - Performed user and stakeholder interviews and usability testing, including eye tracking studies
 - Led design workshops for collaborative persona and user story development
- Played key role in introducing Agile development practices to Boston Interactive
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SAPIENTNITRO – Boston, Massachusetts
UX Designer (Contract)

June 2013 – August 2013

- Designed site maps and wireframes for redesign of Philips Healthcare website
 - Designed interactive Infographic for Travelers Insurance
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KOKO FITCLUB – Rockland, Massachusetts
Online Experience Product Manager

May 2011 – May 2013

- Performed hands-on UX design (wireframes, user flows, etc.) for MyKoko membership site, web-based club administration system, and several unannounced projects, leading teams of 4-6 internal and external designers and developers
 - Served as Scrum Product Owner for core consumer-facing and internal web applications
 - Hired and supervised outsourced design agencies and freelance resources
 - Personally redesigned KokoFitClub.com (UX and Visual Design)
 - Worked with VP of Product Development to continually improve team's Agile development methodologies
 - Consulted with executive team members on offline branding, marketing, User Experience
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HARMONIX MUSIC SYSTEMS, INC. – Cambridge, Massachusetts
Web Director

April 2008 – April 2011

- Managed staff of 6-12 through design and development of five major web sites and relaunches, from conception to maintenance phases:
<http://www.RockBand.com> (2 major relaunches),
<http://www.TheBeatlesRockBand.com>, <http://www.DanceCentral.com>,
<http://www.GreenDayRockBand.com>, <http://www.HarmonixMusic.com> – total site traffic exceeds 7,000,000 monthly pageviews and 700,000 monthly unique visitors
- Directly collaborated with UX Design staff on several major initiatives
- Defined strategic goals and provided creative direction on key functionality for all company web projects, personally presenting web strategies to MTV Networks' President, and Apple Records' CEO
- Hiring manager for cross-functional team of 12 designers, developers, quality assurance staff, editors, and production personnel



- Collaborated with game team to create unique interactive web features involving two way communication between Rock Band 3 console game, RockBand.com, and Facebook
 - More than doubled registered site users from 210,000+ to 470,000+ between 2009 and 2011
 - Devised content strategy for RockBand.com and DanceCentral.com; managed a strategic blog relaunch which doubled monthly pageviews to over 300,000
 - Led web-based marketing efforts to build Rock Band and Dance Central social media networks to 40,000+ Twitter followers and 1,000,000+ Facebook Fans in less than two years
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September 2007 – April 2008

ZOOM INFORMATION, INC. – Waltham,
Massachusetts

User Experience Team Lead

- Led User Experience design process for company's flagship search engine tool, performing scripted user testing, heuristic analysis, persona development, wireframing, and user flow design
 - Supervised team of two front end developer/graphic designers
 - Consulted with Product Managers to define product requirements
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October 2006 – September 2007

HILL, HOLLIDAY– Boston, Massachusetts

Digital Technology Director

- Provided technical and user experience leadership on all online marketing initiatives, consulting with project managers, creative directors, art directors, and account managers
- Performed market research to inform positioning strategies
- Planned and managed development of blog-centric, community oriented sites including <http://www.LetsTalkHealthCare.org> and HomeGoods' "Openhouse" blog
- Designed and pitched an innovative online "Collection Browser" system for Museum of Fine Arts, Boston
- Hired and supervised vendors, including boutique agencies, freelance developers, service providers, and offshore resources
- Consulted with client IT organizations to ensure smooth integration of projects into client content management systems
- Participated in new business pitches and other major client-facing presentations
- Performed hands-on HTML/CSS/JavaScript and PHP development as necessary

Select Clients:

TJX, Liberty Mutual, Harvard Pilgrim Healthcare, Maven Networks, Boston Museum of Fine Arts, Covidien (Formerly Tyco Healthcare), Virgin, CVS

ZOOM INFORMATION, INC. – Waltham,
Massachusetts

Senior Software Engineer

April 2006 – October 2006

GROOVE NETWORKS – Beverly, Massachusetts
(Later Microsoft)

Senior Web Developer

December 1999 – April 2006

COGNEX CORPORATION – Natick, Massachusetts
Web Specialist

April 1998 – December 1999

Education/Certification

Worcester Polytechnic Institute
B.S. Computer Science, 1997

Scrum.org
Professional Scrum Product Owner, 2011

Scrum Alliance, Inc.
Certified Scrum Product Owner, 2012

Speaking Engagements + Awards

Love @ First Website, Portland OR 2008
Keynote Speaker, Panelist

The 14th Annual Webby Awards (2010)
Best Games-Related Website:
TheBeatlesRockBand.com

Boston University (2013)
CM519 Interactive Marketing and Communications
Guest Lecturer