



## Hi, my name is Joe

These are some recent examples of my User Experience tool set  
September 2011

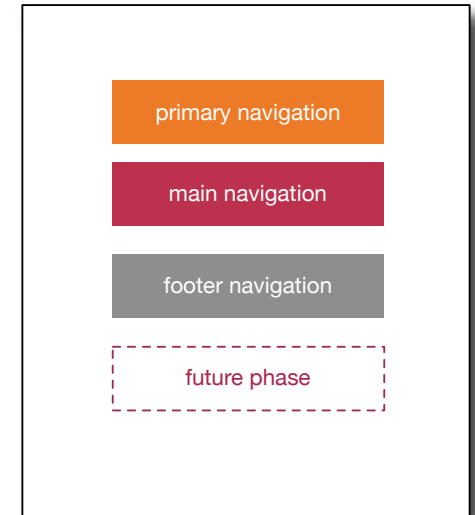
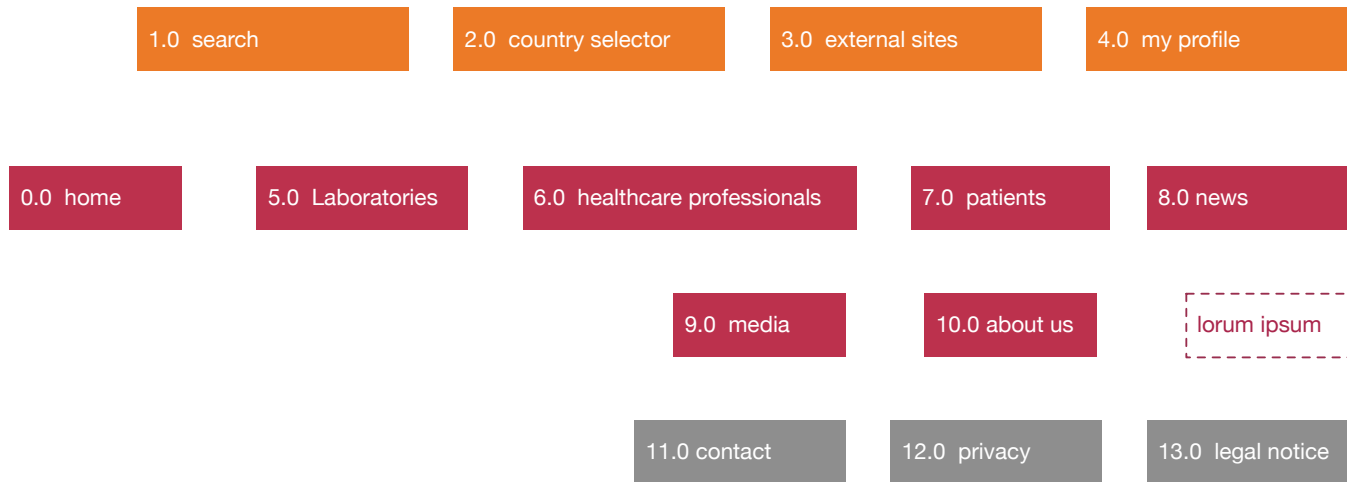


- **Every project I encounter is unique**
- **Every solution I provide is unique**
- **My process depends on the project but the end goal is always the same**
- **My tool set consists of thinking, collaborating and documenting**
- **The following pages will show some of the tools I use to arrive at a solution**



## Sitemap examples

# SITEMAP



# PRIMARY NAVIGATION

## 1.0 search

fast and easy way to find articles, products and whitepapers. business rules can determine results pages i.e. Italy only sees certain docs, or articles are displayed first.

## 2.0 country selector

toggle to access all market sites in available languages:

Phadia ww: English

Brazil: Portuguese

France: French

Italy: Italian

Japan: Japanese

Korea: Korean

Netherlands: Dutch

Norway: Norwegian

Portugal: Portuguese

Spain: Spanish

Sweden: Swedish

Taiwan: Taiwanese

UK: English

US: English

Germany: German

South Africa: English

Denmark: English

## 3.0 external sites

link to extranets and other external sites. links in this list would open a new window:

3.1 I [redacted] ty

3.2 I [redacted] ea

3.3 Quality Club

3.4 US only (ordering)

3.5 Brazil only (ordering)

3.6 Directions for Use (all countries) Certificate of Analysis

3.7 I [redacted] Identity Guidelines

3.8 Netherlands File Server (Netherlands only)

3.9 Distributor's Channel

## 4.0 my profile

My Profile only available for markets that select this functionality.

4.1 Personal Info

4.2 Communication Preferences

4.3 Password Reset

# 5.0 LABS - MAIN NAVIGATION

5.0 Laboratories

5.1 allergy

5.1.1 allergy & testing

5.1.1.1 allergy definition

- 5.1.1.1.1 Type I hypersensitivity (atopic allergy)
- 5.1.1.1.2 Type II hypersensitivity
- 5.1.1.1.3 Type III hypersensitivity
- 5.1.1.1.4 Type IV hypersensitivity

[catalogs](#)  
[related products](#)  
[documents](#)

5.1.1.2 symptoms

- 5.1.1.2.1 anaphylaxis
- 5.1.1.2.2 asthma \*\*
- 5.1.1.2.3 atopic dermatitis
- 5.1.1.2.4 conjunctivitis
- 5.1.1.2.5 gastrointestinal allergy

[catalogs](#)  
[related products](#)  
[documents](#)  
 \*\* France and Spain ONLY  
 NOXInfo information

5.1.1.3 allergy development

- 5.1.1.3.1 inflammation
- 5.1.1.3.2 sensitization
- 5.1.1.3.3 predisposition
- 5.1.1.3.4 prevalence

[catalogs](#)  
[related products](#)  
[documents](#)

5.1.1.4 IgE testing

5.1.2 allergy products

5.1.2.1 assays

- 5.1.2.1.1
- 5.1.2.1.1.1
- 5.1.2.1.2
- 5.1.2.1.2.1
- 5.1.2.1.3
- 5.1.2.1.3.1
- 5.1.2.1.4
- 5.1.2.1.4.1
- 5.1.2.1.5
- 5.1.2.1.5.1
- 5.1.2.1.6
- 5.1.2.1.6.1
- 5.1.2.1.7
- 5.1.2.1.7.1
- 5.1.2.1.8
- 5.1.2.1.8.1
- 5.1.2.1.9
- 5.1.2.1.9.1
- 5.1.2.1.10
- 5.1.2.1.10.1

[catalogs](#)  
[related products](#)  
[documents](#)

5.1.2.2

- 5.1.2.2.1
- 5.1.2.2.2
- 5.1.2.2.3
- 5.1.2.2.4
- 5.1.2.2.5
- 5.1.2.2.6

[catalogs](#)  
[related products](#)  
[documents](#)

[related product catalogue download available from all pages](#)

5.1.2.3

- 5.1.2.3.1
- 5.1.2.3.1.1
- 5.1.2.3.2
- 5.1.2.3.2.1
- 5.1.2.3.3
- 5.1.2.3.3.1
- 5.1.2.3.4
- 5.1.2.3.4.1

[catalogs](#)  
[related products](#)  
[documents](#)

[related product catalogue download available from all pages](#)

[ISAC brochure download available from relevant pages](#)

5.1.2.4

- 5.1.2.4.1
- 5.1.2.4.2
- 5.1.2.4.3

[catalogs](#)  
[related products](#)  
[documents](#)

5.1.3 allergens

- 5.1.3.1 What is Molecular Allergy? (Ineo)
- 5.1.3.2 Drugs
- 5.1.3.3 Epidermals and animal Proteins
- 5.1.3.4 Food of animal origin
- 5.1.3.5 Food of Plant Origin
- 5.1.3.6 Grass Pollens
- 5.1.3.7 House Dust
- 5.1.3.8 Insects
- 5.1.3.9 Miscellaneous
- 5.1.3.10 Mites
- 5.1.3.11 Molds and other Microorganisms
- 5.1.3.12 Occupational Allergens
- 5.1.3.13 Parasites
- 5.1.3.14 Tree Pollens
- 5.1.3.15 Venoms
- 5.1.3.16 Weed Pollens
- 5.1.3.17 Special Allergen Service

5.1.4

5.1.4.1

5.1.4.2 GMP

5.1.4.3 ISO

5.1.5 allergy resources

5.1.5.1 product catalogue

5.1.5.2 product information

5.1.5.3 books

5.1.5.4

5.1.6 services

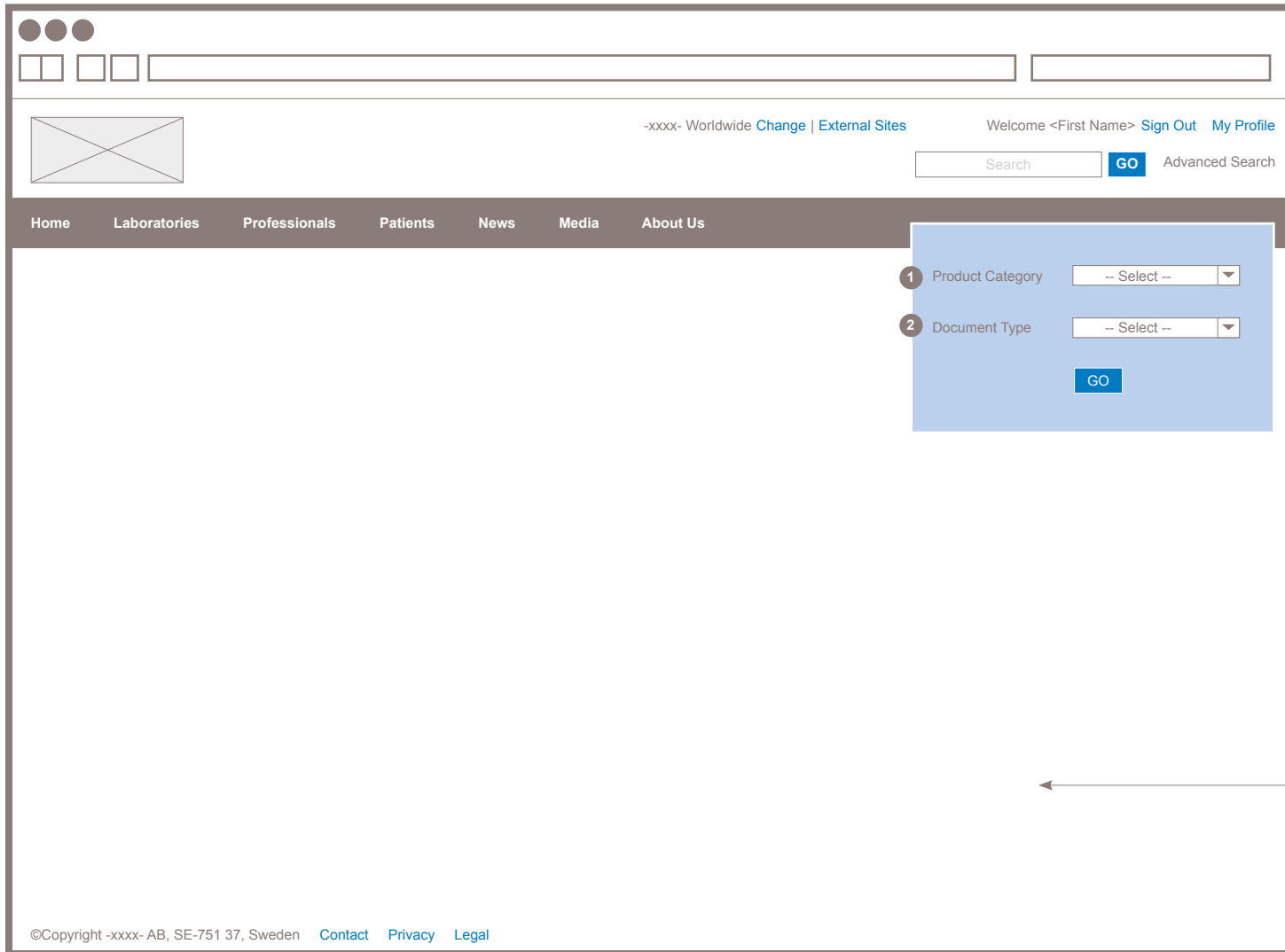
5.1.6.1 technical support

5.1.6.2 Special Allergen Service



## Wireframe examples

# INTERFACE ELEMENTS SCREEN RESOLUTION



PRIMARY NAVIGATION

MAIN NAVIGATION

ADVANCED SEARCH

User clicks on Advanced Search link to produce the overlay. Pulldown menu 1 allows user to search product categories (allergy, autoimmunity, and asthma in a future phase)

Pulldown menu 2 allows for search by Document type (product information, autoimmunity-related, technical support)

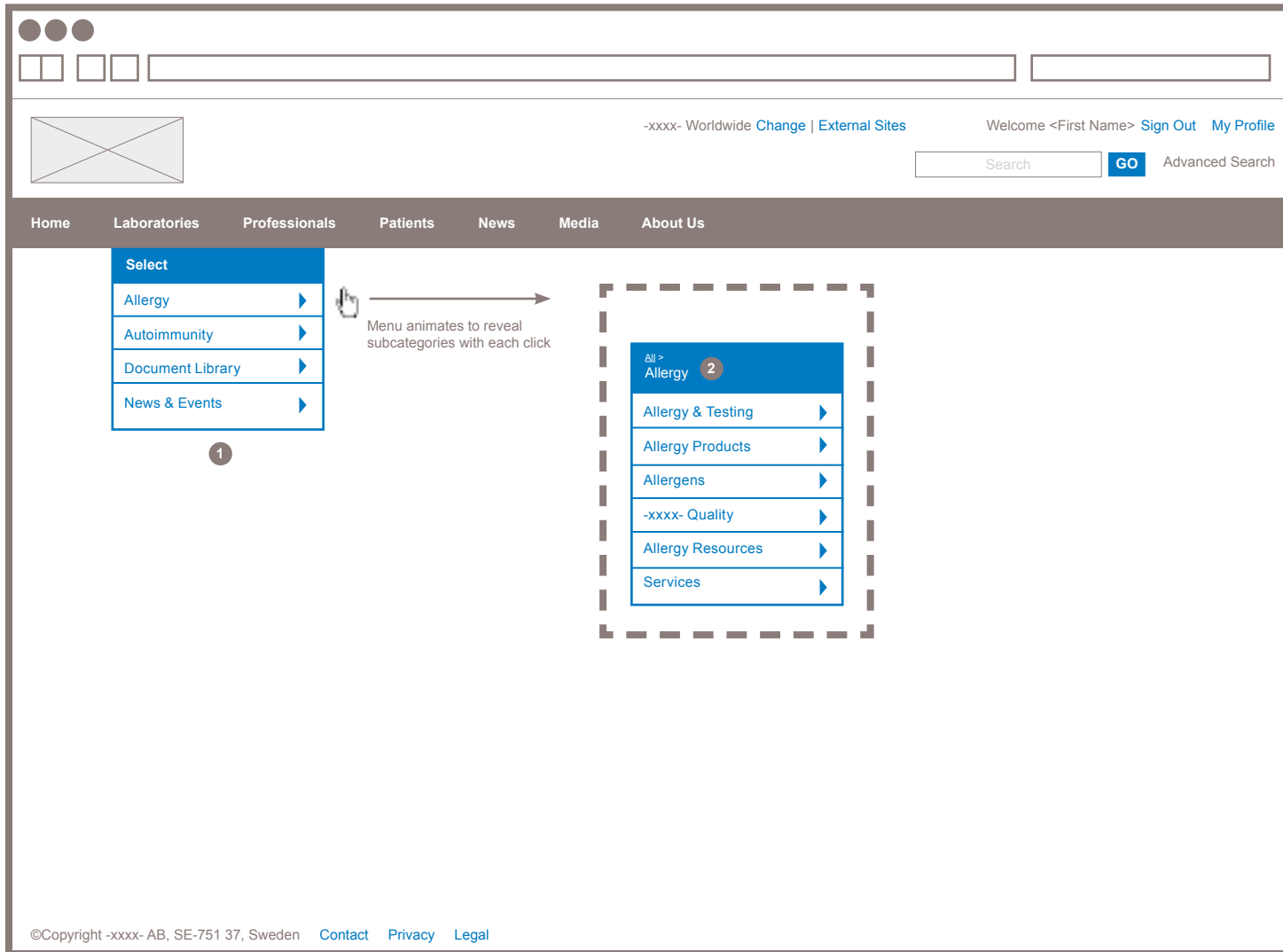
User can search with one or both menu systems. Clicking GO goes to the results page.

1064 X 768  
SCREEN RESOLUTION

↑  
**NOTE**

legal footnote(s) and tertiary navigation

# MAIN NAVIGATION CONCEPT B: JQUERY I-POD-STYLE MENU WITH BREADCRUMBS



## NOTES

### 1 JQUERY IPOD-style menus

Users roll over a label in the main navigation to produce the drop down menu. Clicking an item within the menu produces the subcategories with a "swipe"- like animation. Items within the menu that have subcategories have the triangle icon; if there are no subcategories, there are no triangle icons.

Clicking on the label title i.e. Laboratories goes to its respective landing page (Laboratories main).

### 2. Breadcrumbs for wayfinding

Breadcrumbs appears at the top of the menu as the menu animates to each subcategory.

See [http://www.filamentgroup.com/lab/jquery\\_ipod\\_style\\_and\\_flyout\\_menus/](http://www.filamentgroup.com/lab/jquery_ipod_style_and_flyout_menus/) for example

# SECONDARY NAVIGATION

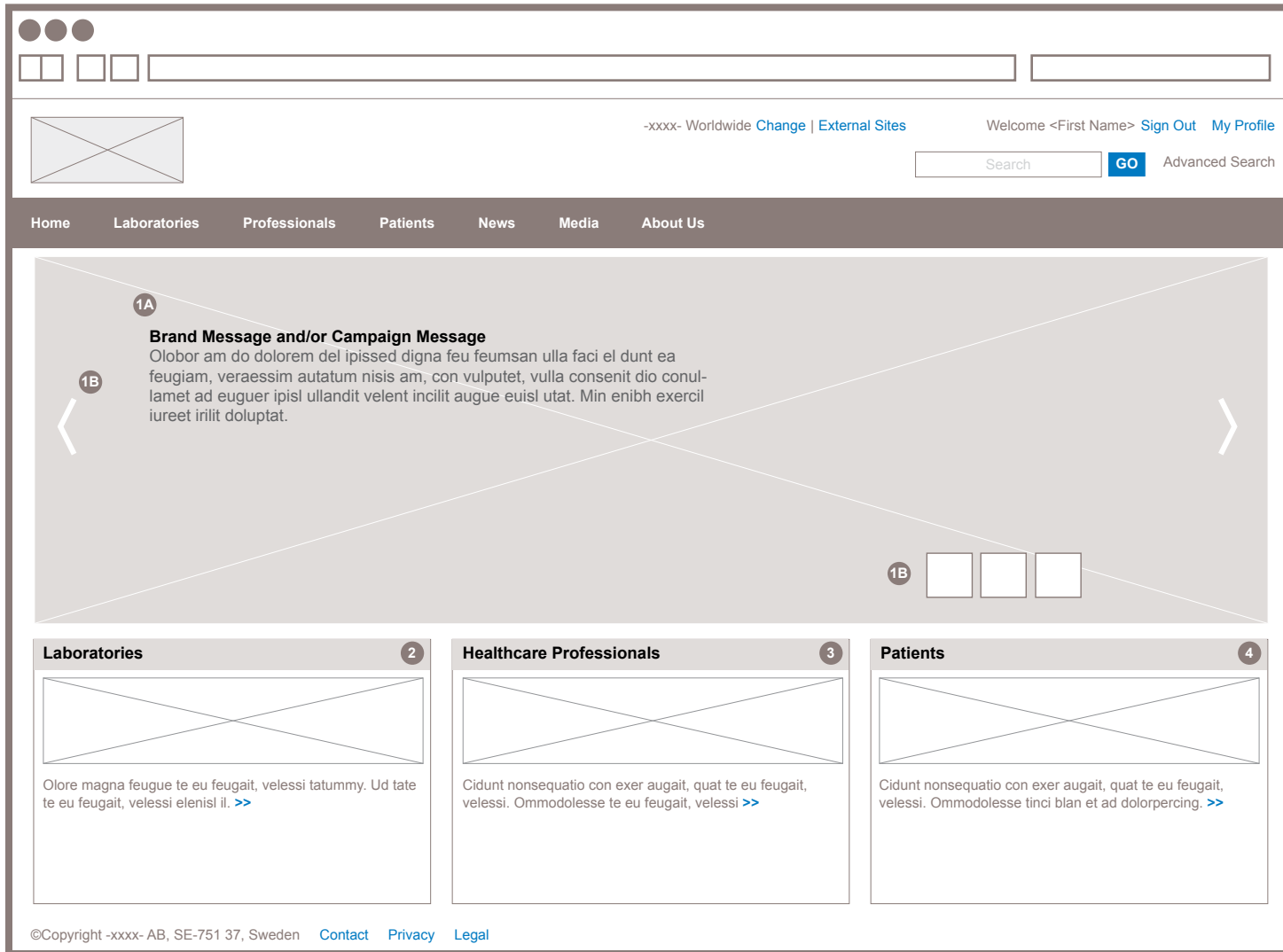
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## NOTES

At the bottom of every third, fourth and fifth level page, links appear at the bottom of the screen. This saves the user from having to scroll to access main navigation elements.

Design must pay close attention to vertical spacing to ensure that this navigation structure stands out.

# HOMEPAGE LEVEL 1 TEMPLATE



## NOTES

### 1A. The Stage

The stage is the primary location on the page, the place we want users to look first. The stage could be a static area with photos and text. It could also be animated eg. flash. The stage can have more than one message eg. brand message, campaign messages, results message and/or QA messages.

### 1b. Navigating the Stage

Each "slide" in the "show" is up long enough for users to read the message. Users can jump to a slide by clicking a thumbnail or on the arrows at the left and right of the stage (right would advance frame forward; left arrow goes back).

### 2. Feature Laboratories

Image and text for prominent display of a section. A list of links could provide quick access to "child" content within the "parent" section.

### 3. Feature Healthcare Professionals

Same as module 2. NOTE that content in the feature modules can be region-specific.

### 4. Feature Patients

Same as module 2. NOTE that content in the feature modules can be region-specific.

# LABORATORIES MAIN LEVEL 1 TEMPLATE - TWO MODULES

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## NOTES

### 1. The Stage = SLIDESHOW

Slide 1: brand message  
Slide 2: clinical results  
Slide 3: business results

### 2. Dynamic Messaging Area

This area can be feature various messages like lead generation, new product launches, or news items.

### 3. External sites

Region and section-specific extranet links are displayed.

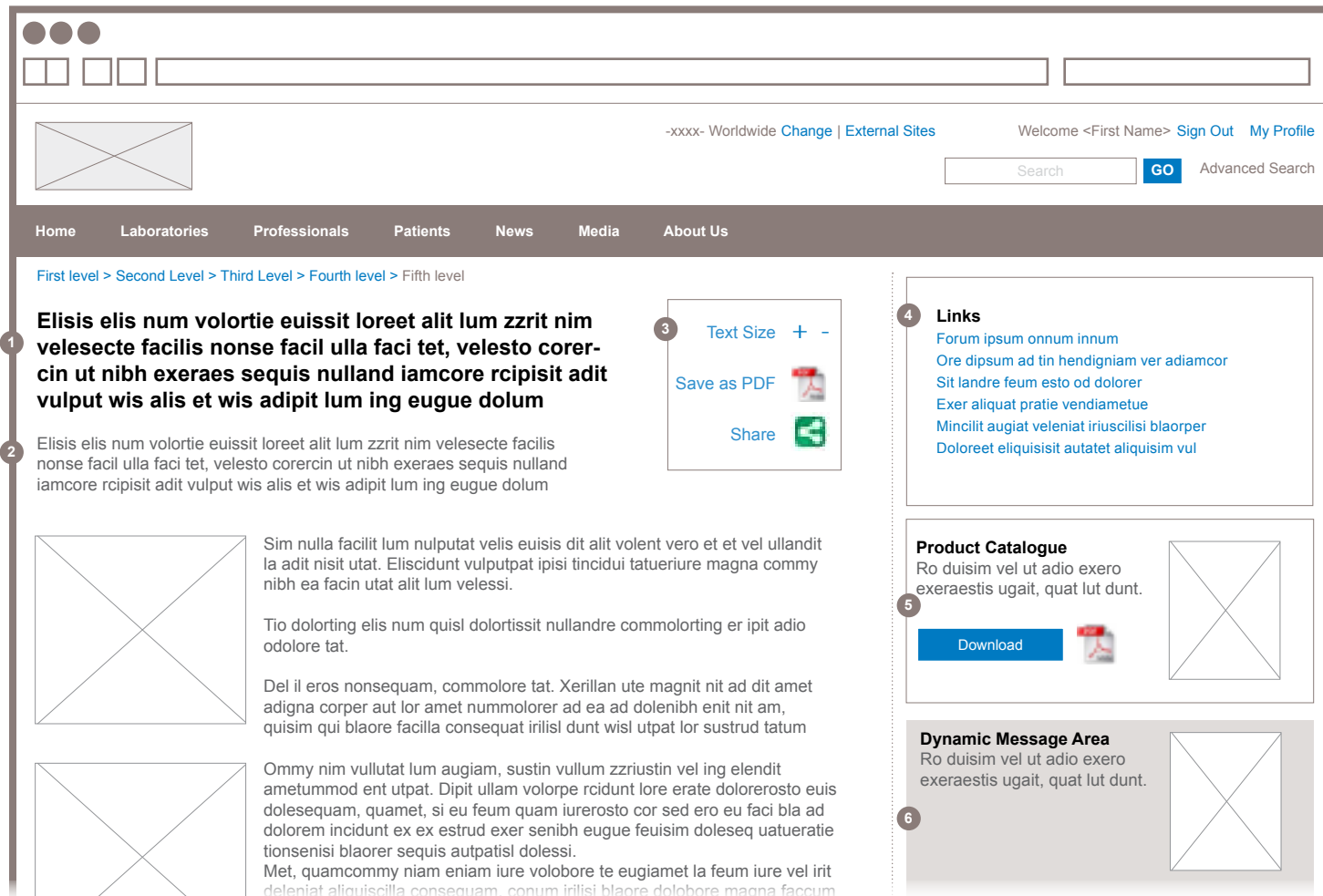
### 4. Feature Allergy

Image and text for prominent display of a section. A list of links could provide quick access to “child” content within the “parent” section.

### 5. Feature Autoimmunity

Same as module 4. NOTE that content in the feature modules can be region-specific.

# CONTENT & PRODUCT PAGE TEMPLATE



## NOTES

This is a proposed template for the majority of the site's content. It is a 2-column design. The main column is for reading and is flexible enough to accommodate text, graphics, video and mp3 files. The secondary column is for links and dynamic messaging.

### 1. **Headline text**

Styled for impact.

### 2. **Body text**

Styled for easy reading. Increased leading and a default font size no smaller than 11pt. Copy should be scan-able; imagery should be used to break up the copy.

### 3. **Page Utilities**

Text tool, for increasing and decreasing font sizes. PDF tool. Share this functionality with Viadeo, Plaxo, LinkedIn and Twitter.

### 4. **Links**

All secondary navigation for a section would appear in this module. This is a high priority module. Height of the module changes based on the number of links within the module.

### 5. **Product Catalogue**

This would appear on all product pages when catalogues are available for downloading. If catalogues are not available this module becomes a dynamic message area.

### 6. **Dynamic Messages**

There can be up to 3 dynamic messages in this column.

← SCROLLING

# DOCUMENT SEARCH TOOL

## Document Search

1 Look for documents with these words  
(separate each word with a comma)

**GO**

## Advanced Search

2 Product Categories (optional)

--select--

3 Document Types (optional)

Select
+ Add all
5 items selected
- Remove all

<p><b>Product Information</b></p> <ul style="list-style-type: none"> <li>product catalogue +</li> <li>application notes and tutorials +</li> <li>protocols +</li> <li>brochures and specifications +</li> <li>manuals +</li> </ul> <p><b>Allergy Related</b></p> <ul style="list-style-type: none"> <li>clinical allergy symptoms +</li> <li>allergen specific allergy +</li> <li>test related +</li> <li>allergens +</li> <li>case studies +</li> </ul> <p><b>Autoimmunity Related</b></p>	<p><b>Product Information</b></p> <ul style="list-style-type: none"> <li>product catalogue -</li> <li>brochures and specifications -</li> <li>manuals -</li> </ul> <p><b>Allergy Related</b></p> <ul style="list-style-type: none"> <li>clinical allergy symptoms -</li> <li>case studies -</li> </ul>
---	--

3A

4 Date (optional)

--select--

**Advanced Search**

3B

## NOTES

### 1. Keyword Search

User can search by keywords. Each word is separated by a comma. User clicks GO and goes to results page. If user clicks search without entering keyword they will get an error message.

### 2. Product Category

Optional field. Allergy and Autoimmunity are the categories.

### 3. Document Types

Optional field. Categories include:

product information:  
 product catalogue  
 application notes and tutorials  
 brochures and specifications  
 references

allergy related documents:

clinical allergy symptoms  
 allergen specific allergy  
 test related  
 allergens  
 case studies – peanut, fruit, egg, SIT  
 publications: Occupational Asthma, Allergy Insight, Capture, New Horizons, Rapid News, Drug & Allergy Occupational Asthma, Allergy Advisor Digest, Drug Allergy.

technical support:  
 instrument set-up and maintenance  
 trouble-shooting guides

autoimmunity related documents:

test-related  
 publications: xxxx, xxxx, xxxx, xxxx Journal, publication of the month.  
 case studies

### 3A. Adding Documents

Users can add all as batch or individually by clicking on the word or the “+” sign

### 3B. Removing Documents

Users can remove all as batch or individually by clicking on the word or the “-” sign. Labeling is present at the top of the tables to indicate how many document types are in the panel.

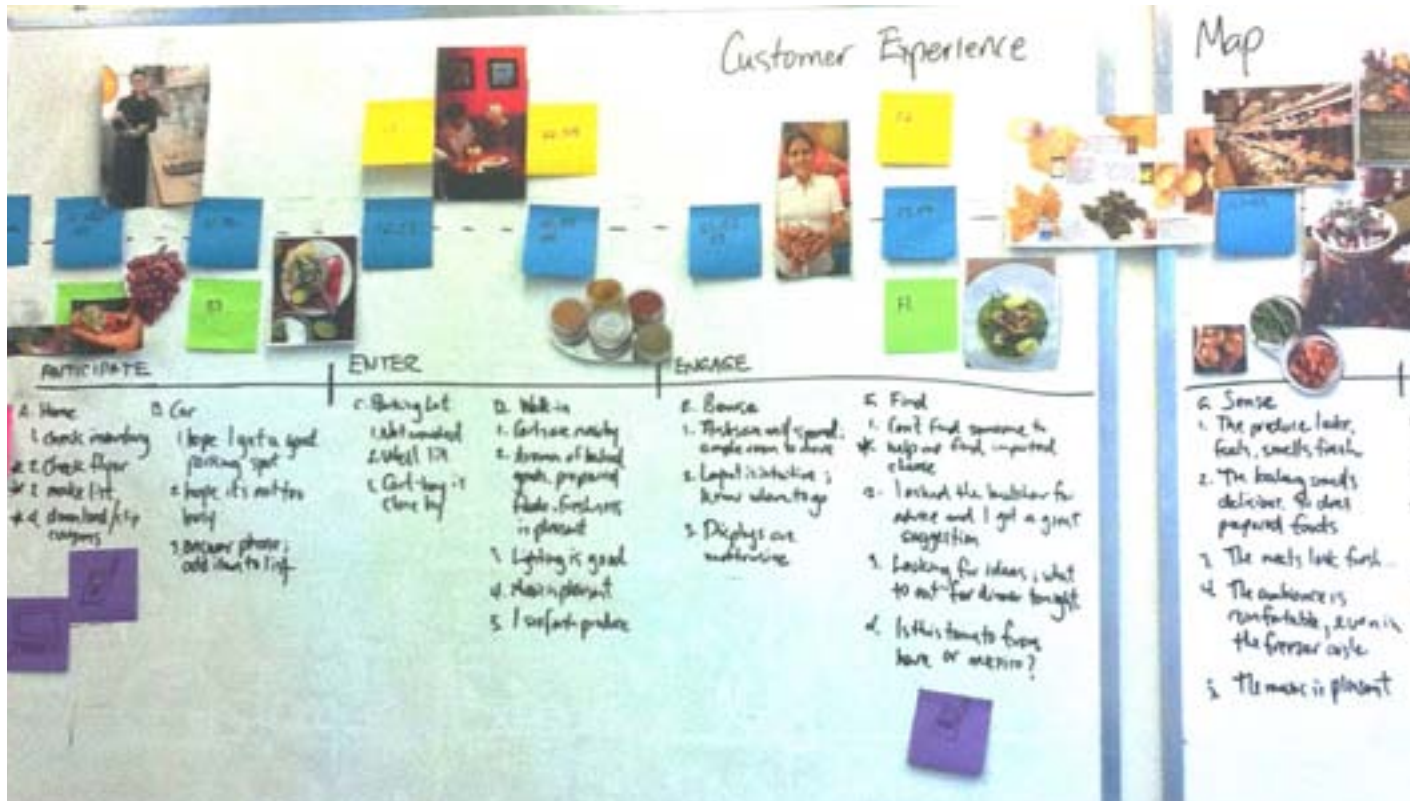
### 4. Date

User can search by “Anytime, Past Month, Past Year”



**Other awesome examples**

# STAKEHOLDER WORKSHOPS



## NOTES

### When Required

These are 2 to 4-hour workshops with stakeholders, including content and art designers. Business and user goals are aligned in these sessions and we start prototyping the types of experiences we want to offer.

I facilitate the workshop, clients provide the materials (Post-it notes, whiteboard, markers, paper and meeting room).

I'm supposed to be in this photo but I cropped it out in an effort to maintain my professional persona.

# PERSONAS

## NOTES

### Design for the People in Mind

I have a simple approach for creating personas: think of someone you know who fits the profile of your customer segment - naked. Remove all the excess and get down to the bare bones of him/her: their quirks, their motivations, desires and frustrations. OK, I was kidding about the naked part.

**Level 2: On boarding partner**  
**Sheila Dylan-Miller**

super excited, now what?  
"can I tweet that?"

Sheila is a successful PR woman. She was born with the gift of persuasion and has run her own agency for the last 23 years. Three months ago Sheila signed a Letter of Intent with MDC. She hasn't told anyone about the partnership, including her staff of 42, she's waiting for the deal to close.

Sheila is confident the new partnership will be a fit.

One of the reasons she is so eager to become a part of the MDC Network is to offer her unique and specialized services to other communication agencies within the network. Sheila's agency is exceptional at what they do and she saw the need for her talent at other MDC agencies.

Sheila is anxious to get started but has a few questions about the deal. For example, what does she need to do between now and when the deal officially closes? She's not concerned she just wants to know next steps... being the pragmatic and enthusiastic woman that she is.

**from Sheila's perspective**

- How long does the process take? I'm dying to announce this.
- How can I let the network know about the services we offer?
- I need to sig
- Am I alone?

**Level 1: Prospective partner**  
**Geoff Miller**

He likes, but not "just looking, Frank?"

Geoff is a 20-year-old designer from St. Paul, Minnesota. He owns a web and design agency with two partners, all who have equal equity in the business. They are all full-time employees and have shared completely. Things are so good on the right side of the agency that Geoff is looking for other opportunities to grow.

Geoff will be part of the network for a few months before he is ready to join a network of agencies. The deal is exciting, but he needs to know more about the agency before he can sign. He's not sure if he's the right fit for the deal.

It's not a job or a life for Geoff, it's a way of life.

Geoff believes that with the right network he can do more good on a larger scale. But at what cost? A MDC network might be the answer, but he needs to know more about the deal. There are some of the questions that Geoff has at night, when he needs to know more before he will sign up for the deal to join MDC.

**from Geoff's perspective**

- Why should I join the MDC network?
- What's the difference between MDC and my other network?
- How does MDC compare to my other network?
- What do I have to give up to join?
- What's in it for me?
- What kind of partner is compared with MDC?
- Should I even consider joining?
- Do agencies within the network contribute successfully?

**goals unique to the personas**

Level 1: Prospective partner	<p><b>Geoff Miller   President, Kinkaid Design Company</b></p> <ul style="list-style-type: none"> <li>What's the quickest, easiest way to learn about MDC Partners?</li> <li>How will MDC turbocharge my company's growth financially?</li> <li>How is MDC different/better than other lobbying companies?</li> </ul>
Level 2: On boarding partner	<p><b>Sheila Dylan-Miller   CEO, Auresma PR Inc.</b></p> <ul style="list-style-type: none"> <li>What should I do?</li> <li>When can I get started?</li> <li>How can I become more familiar with MDC and the network?</li> <li>What is the legal procedure to close?</li> </ul>
Level 3: Current partner	<p><b>Bonnie Johnson   President, Super Auto</b></p> <ul style="list-style-type: none"> <li>Keep me up to date</li> <li>Let me know of new opportunities</li> <li>Let me talk to the network when opportunity arises</li> </ul>
Level 4: MDC	<p><b>Melissa Oswald   Community Manager, MDC Partners</b></p> <ul style="list-style-type: none"> <li>I need to update content on all levels</li> <li>I need to assign a new partner</li> </ul>

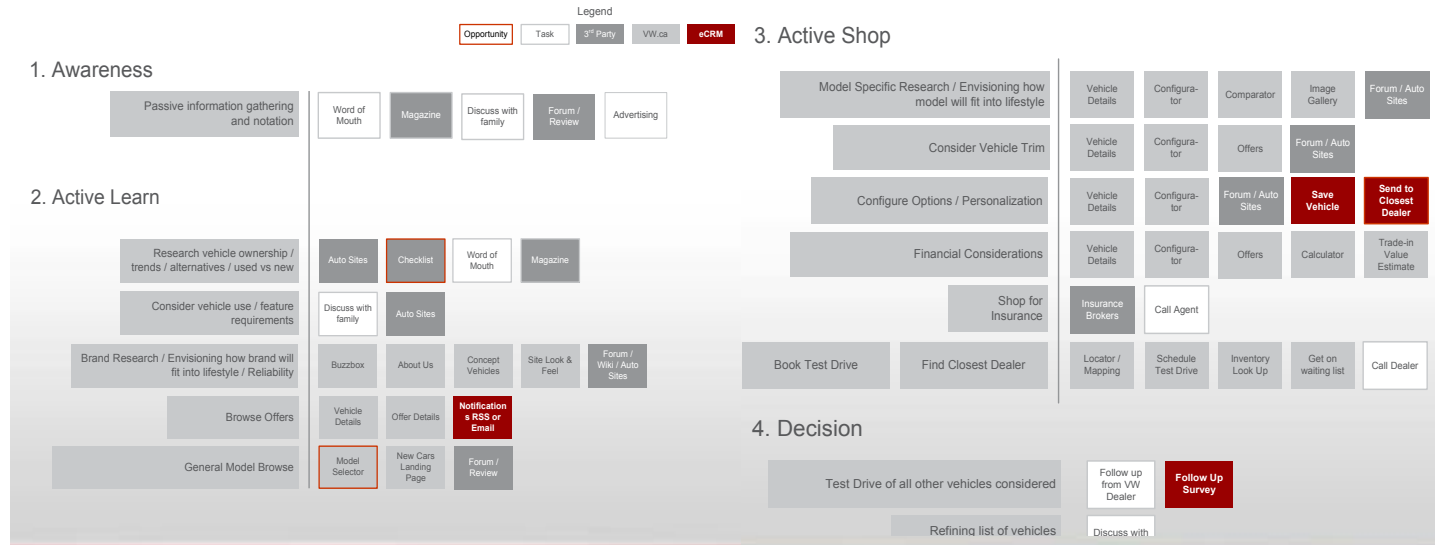
**summary / user personas**

	Level 1: Prospective Partner	Level 2: Onboarding Partner	Level 3: Current Partner	Level 4: MDC Partners
Age	20-30	30-50	30-50	30-50
Gender	Male	Male	Male	Female
Location	St. Paul, MN	St. Paul, MN	St. Paul, MN	St. Paul, MN
Company	Kinkaid Design Company	Auresma PR Inc.	Super Auto	MDC Partners
Role	President	CEO	President	Community Manager
Goals	Learn about MDC Partners, Turbocharge growth, Different/better than other lobbying companies	What should I do, When can I get started, How can I become more familiar with MDC and the network, What is the legal procedure to close	Keep me up to date, Let me know of new opportunities, Let me talk to the network when opportunity arises	I need to update content on all levels, I need to assign a new partner

**user goals common to all personas:**

- Learn about MDC Partners
- Keep me up to date
- Let me know of new opportunities
- Let me talk to the network when opportunity arises

# MENTAL MODELS



## NOTES

### Who Likes Functional Specs?

Clients hate them. At least in my 15 years of developing them. So I use Mental Models as a visual, light-hearted, easy-to-understand, no-one's-going-to-hate-you-for-producing-them approach to getting the functional stuff on the table.

# ENGAGEMENT PROTOCOLS

## NOTES

### What Should I Say?

Any brand that participates in Social Spaces should know what they're saying, when they say it, by whom, how, and what not to say, or what to say when it's not OK to say.

## RESPONSE MATRIX

### Dime as a Screwdriver

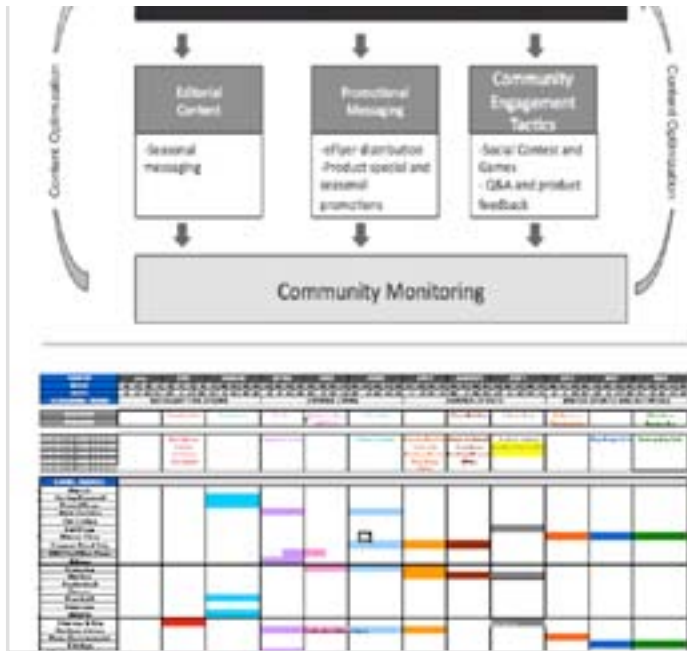
Comment Type	Action		Process		Desired Outcome	Comments		Illustrative Examples	
	Twitter	Blog	Twitter	Blog		Yes	No	Post Examples	Response Example
Positive or Neutral News	Retweet	No Action	Twitter Auto Capture Tool	Capture/PostForward	Support the community that supports the brand				
Neutral	No Action	No Action	No Action	No Action	No Action	No Action	No Action		
Praise	Reply	Reply/Acknowledge	Auto Capture	Community Manager description as per Tone & Matter	Thank people, let them feel noticed and appreciated	Acknowledgment/Thanking (no emojis)	Ignore/Acknowledge No Acknowledgment	@PowerUpGym: you're the best! Love your blog is great, loving those latex gym bags	Yes @PowerUpGym glad you're blog. Did you catch the no umbrella yet? #gymtime love what you do
Correct (link to site) (Private)	Acknowledge back based on quality/assessment	Blog reply on their site based on quality/assessment	Track links/Tags	No action required	Create valuable engaged community	Link back (Caption) <b>Use Account Name</b> <b>Offering</b>	No link back	@Sharepoint2 is now following @DimeAScrewdriver	Hi there @Sharepoint2 glad we look forward to reading it should we see it on
Internal Employee	No Action	No Action	Twitter Auto Capture Tool	Capture/PostForward	This is not a forum for internal employees to provide feedback on their workplace		Engage		
Customer Service / MMR	Reply with standard response	Reply/Acknowledge with standard response	Auto Capture	Capture/PostForward	Meet the call and manage the appropriate use of resources	Help them out and engage the appropriate use of	Ignore		
Angry Customer	No Action	No Action	Twitter Auto Capture Tool	Capture/PostForward					
Financial Question	Reply if within limits (Direct Message if office contact needed)	Reply if within limits (Email if office contact needed)	Twitter Auto Capture Tool	Capture/PostForward					
Personal Question	Reply if within limits (Direct Message if office contact needed)	Reply if within limits (Email if office contact needed)	Twitter Auto Capture Tool	Capture/PostForward					
FAQ Question	Reply	Reply	Twitter Auto Capture Tool	Capture/PostForward					
Process Question	Reply	Reply	Twitter Auto Capture Tool	Capture/PostForward					
Bank of America Question	No Action	No Action	Twitter Auto Capture Tool	Capture/PostForward	Additional processes may be required depend on severity and frequency				

**Response Considerations**

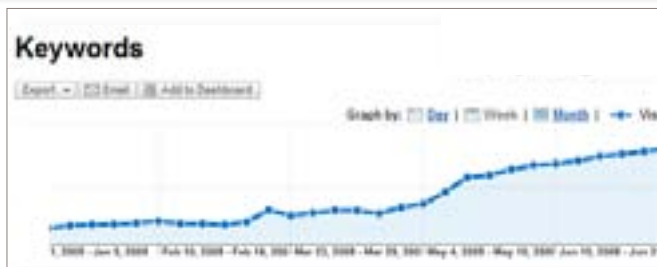
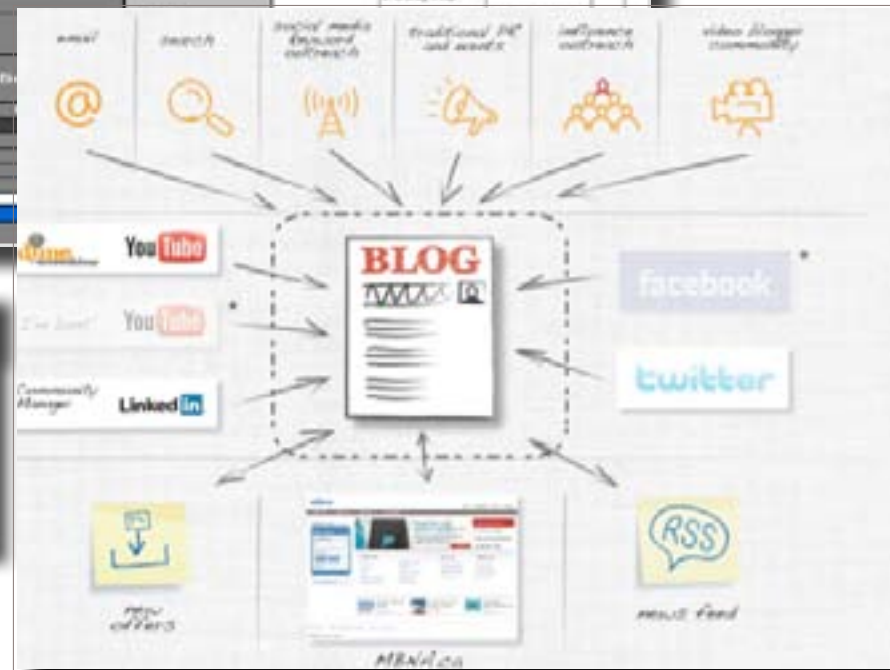
- Transparency**: Fully disclose your affiliation with the organization.
- Timing**: Respond quickly and consistently to all comments.
- Timeliness**: Respond to comments as soon as possible, but not later than 24 hours.
- Tone & Message**: Maintain consistency in tone and message across all communication channels.
- Influence**: Measure the reach of your communication through various engagement metrics.

# CONTENT DELIVERY PLANS



DATE			
<b>COMM PLAN</b>	Provide a weekly communication stream. Include the day, message and social message.		
<b>COMM GOAL</b>	LAUNCH	PRODUCE/USE	LAUNCH
<b>HOLIDAY(S)</b>	SALES		
<b>CONTESTS OR PROMOS</b>	Unleash Promotion		
<b>KEY MESSAGE</b>	Center in work articles. Don't forget to gear up for the spring!	Learn about the CT Unleash Program	Get your car out of your garage! Get your car out of your garage!
<b>DESIRED RESPONSE</b>	Living Portal Page	Unleash Landing Page	Living Portal Page

FACEBOOK	
Profile image	Hydrix with theoretical Examine 2-4 stars weekly
Wall Post	None a week
Photo Update	Depend on CT team. Don't effort to get too high in ranking program! Focus on your CT to keep to file



## NOTES

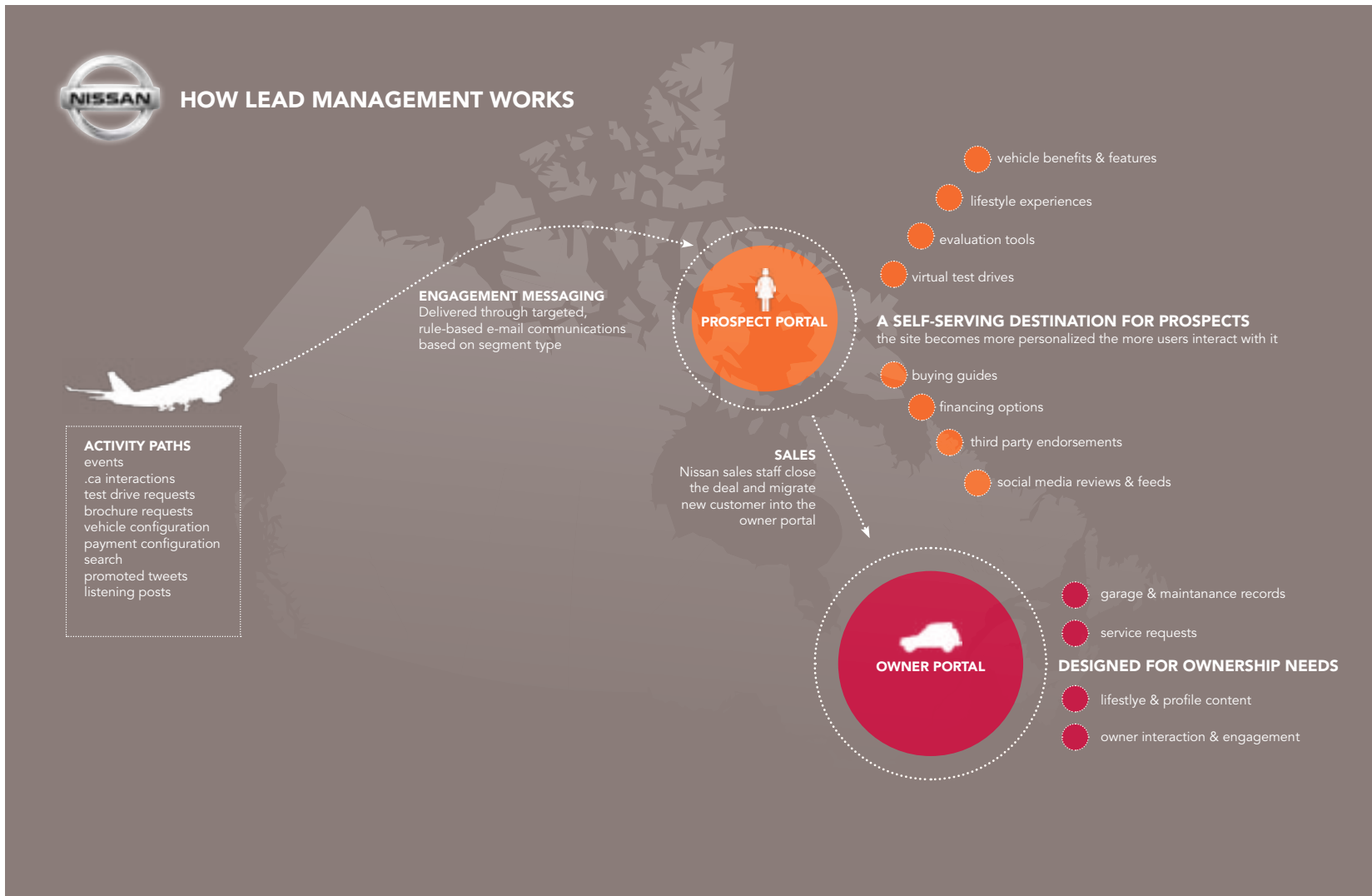
### Plan Your Content

9 out of 10 digital advertising campaigns are delayed because of content. Either the client can't decide, the copywriter has amnesia or something fell through. While content plans don't help with indecisive clients or copywriters who can't write, they do provide every stakeholder with a clear vision of content requirements and expectations, thereby allowing people to plan the work.



## Sites I Built

The following screen shots are current examples of my User Experience work. This includes user experience strategy, experience design, usability, content strategy and social interaction strategy.



**Customer Value Management for Nissan Canada**

While at kenna, I developed and implemented a Social CRM strategy for Nissan's lead generation and customer value management platform. I also architected Nissan Canada's social CRM ecosystem. This is the fancy infographic I used to help sell the idea.

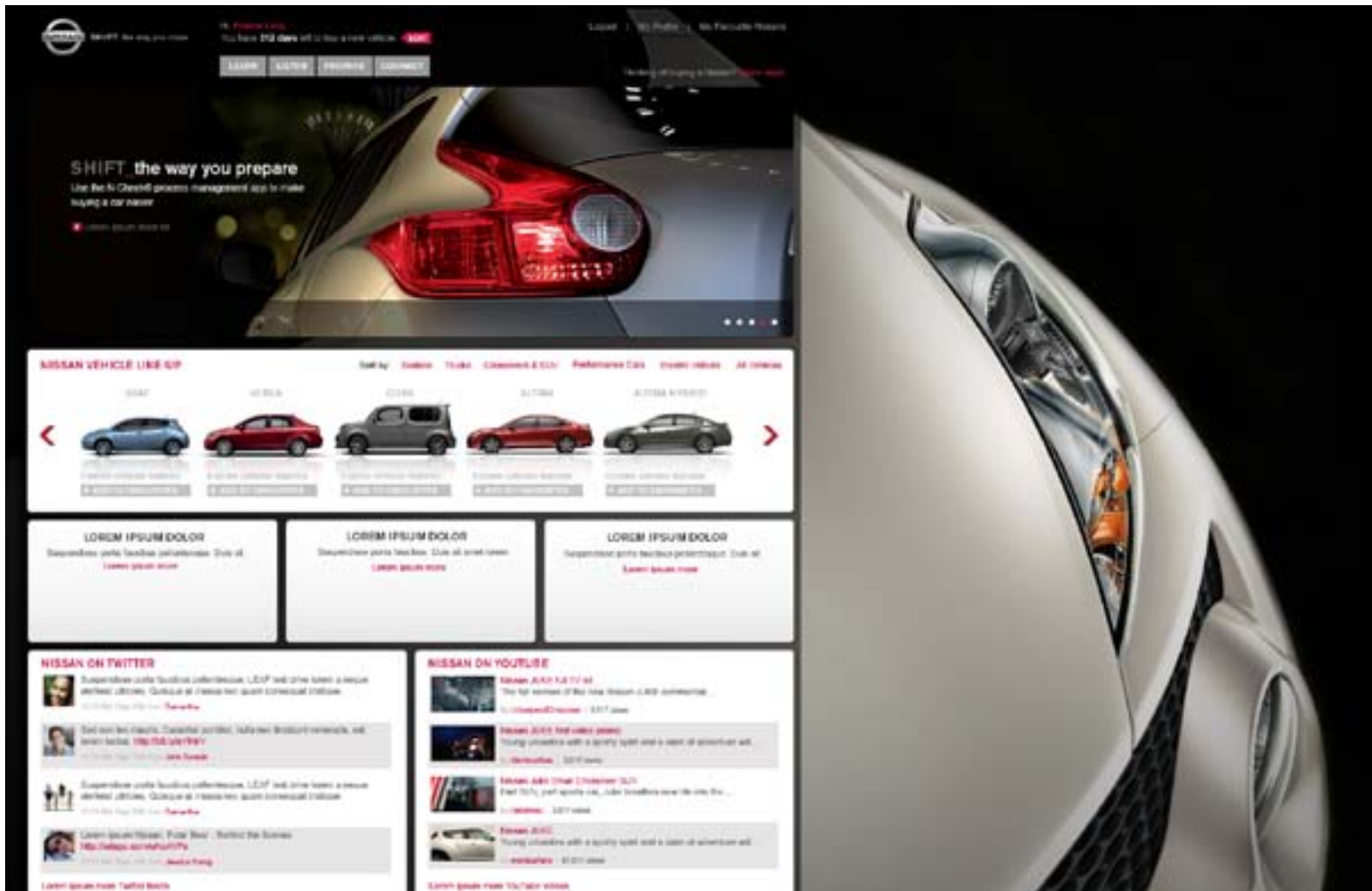
The screenshot shows the Nissan Canada website homepage. At the top, there is a navigation bar with the Nissan logo on the left and the slogan "SHIFT the way you move". To the right of the slogan are menu items: "CARS", "CROSSOVERS & SUVs", "TRUCKS & MINIVANS", "PERFORMANCE CARS", "ELECTRIC VEHICLES", "SEE ALL VEHICLES", and "FUTURE VEHICLES". Above these items is a search bar with the text "FIND A RETAILER" and a search button. To the right of the search bar are links for "PRE-OWNED", "COMMERCIAL", "FLEET", "OWNERS", and "KEEP ME POSTED".

The main content area features a large advertisement for the "All-New 2012 Nissan Versa Sedan". The ad includes a front-facing view of the silver car on the left. On the right, the text reads: "All-New 2012 Nissan Versa Sedan INNOVATION UPSIZED", "The Lowest Priced Car in Canada\*\*", and "Starting at just \$11,798\*". Below this text is a "LEARN MORE" button. A "Disclaimer" link is located in the bottom right corner of the ad.

Below the main advertisement is a horizontal navigation bar with several options: "Build Your Nissan", "Estimate Payments", "Special Offers", "Request a Quote", "Locate Retailer", "View eBrochure", and "Compare". To the right of these options are three promotional banners: "CLOSE A GREAT DEAL", "drive electric tour REGISTER NOW" (with a blue car image), and "THE BIGGEST KEEP DRIVING ROLLING" (with a car wheel image).

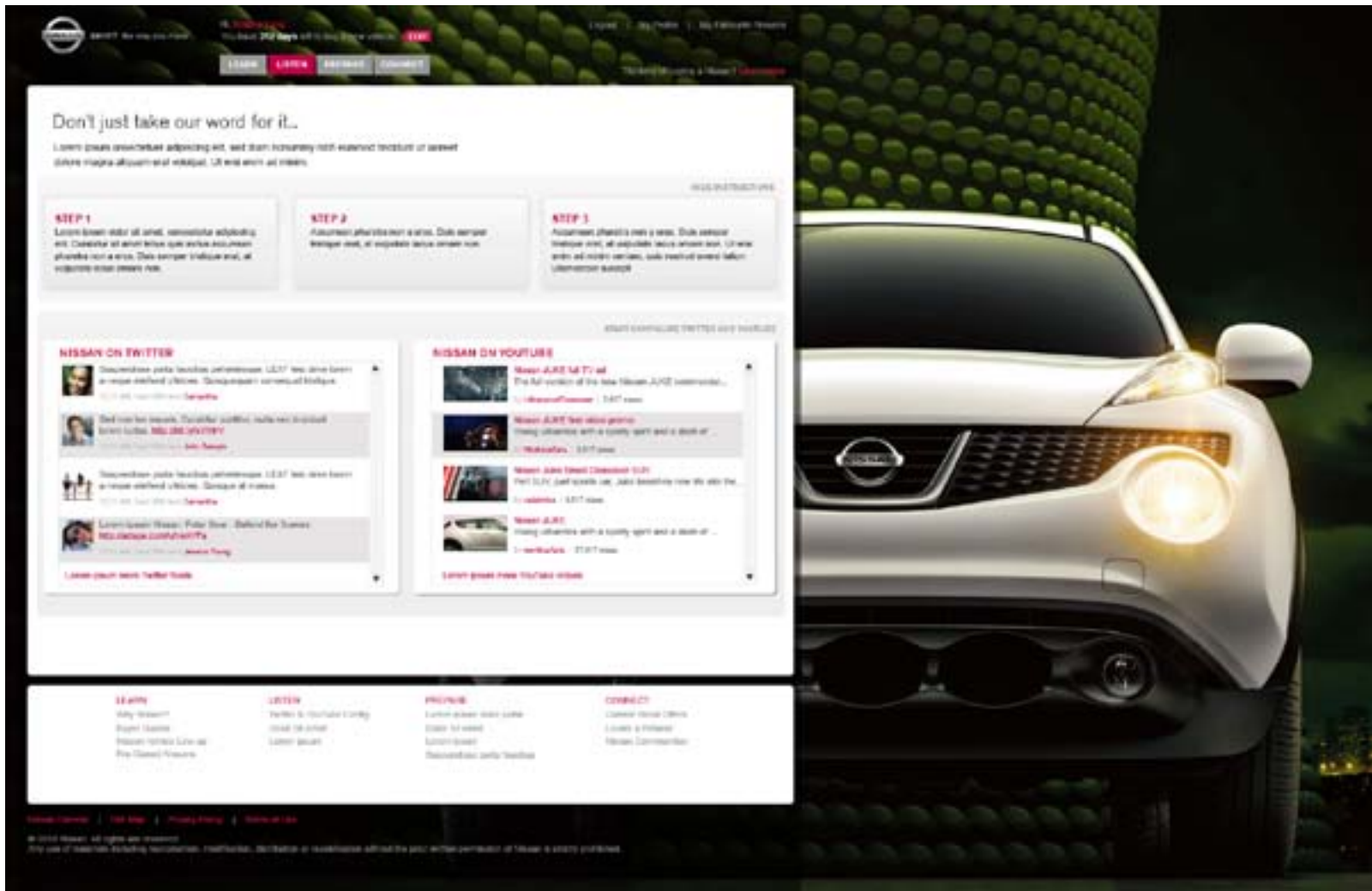
## Nissan Canada Public Website

While at Capital C I was the information architect and experience planner for the Nissan Canada website redesign. Most of the work was adaptation and repurposing of code but I was able to design a much more valuable user interface.



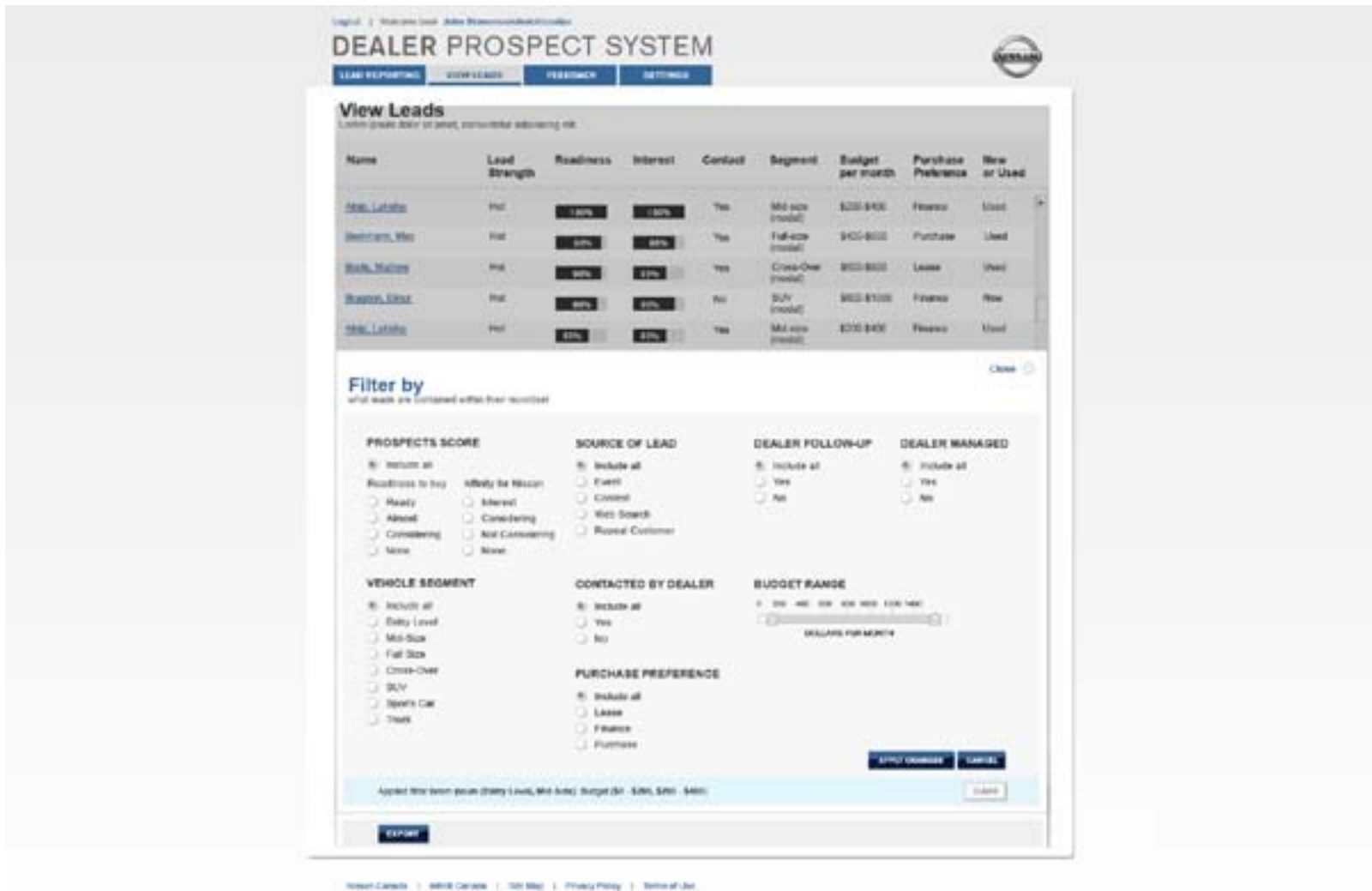
## Nissan Canada Shopper Portal

Designed as a lead generation tool, the Nissan Shopper Portal collects data from consumers who are interested in buying a Nissan. The site presents a mix of marketing content and social content about Nissan vehicles from Twitter, YouTube and automotive blogs. The experience gives shoppers a bare bones look at Nissan through the eyes of today's tech-savvy, socially active shopper. This project was completed while at kenna.



**Nissan Canada Shopper Portal**

The portal responds to user interactions with timely email communication, delivering content relevant to where shoppers are in the sales funnel. The site is also connected to web-based application used by all Nissan dealers in Canada. It is first automotive website in Canada to use a social layer to assist with shoppers' purchase decisions. This project was completed while at kenna.



**Nissan Canada Dealer Portal**

The Nissan Dealer Portal is like a two-way mirror that looks into the Nissan Shopper Portal. It provides Nissan dealers with detailed information on where the consumer is at in the sales funnel. It recognizes marketing communications received by the customer and sends customized communications when the time is right. Algorithms provide lifecycle and propensity models, site usage patterns and social media monitoring complete with sentiment analysis and reporting capabilities. This project was completed while at kenna.

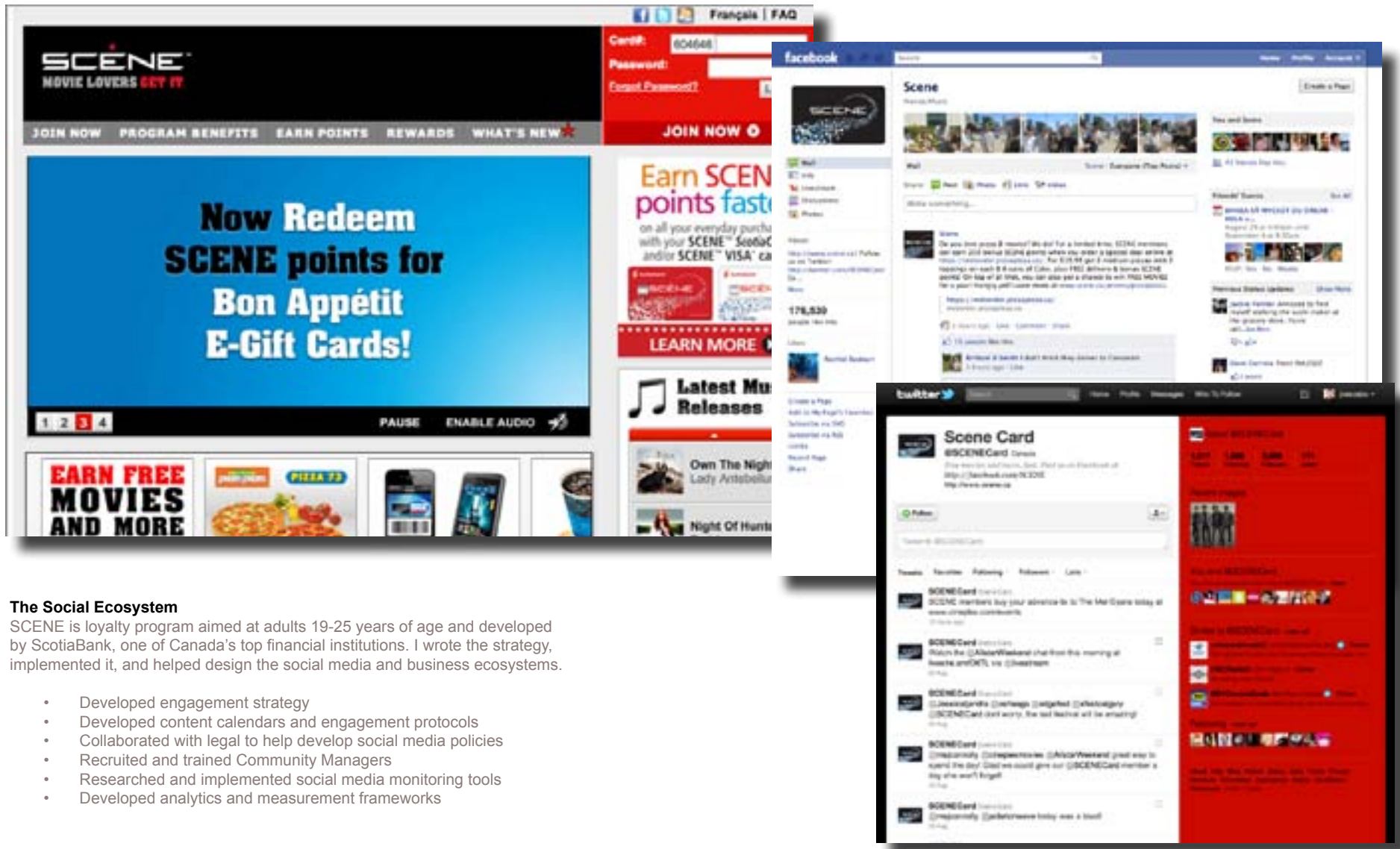
# NISSAN CANADA



## Infiniti Canada Owner Portal

The Infiniti Owner portal is a delicate balance of Infiniti's form + function. It is a place where owners can interact with other Infiniti owners and dealers and experience exquisite service-oriented solutions and lifestyle content. This project was completed while at kenna.

# SCENE CANADA



## The Social Ecosystem

SCENE is loyalty program aimed at adults 19-25 years of age and developed by ScotiaBank, one of Canada's top financial institutions. I wrote the strategy, implemented it, and helped design the social media and business ecosystems.

- Developed engagement strategy
- Developed content calendars and engagement protocols
- Collaborated with legal to help develop social media policies
- Recruited and trained Community Managers
- Researched and implemented social media monitoring tools
- Developed analytics and measurement frameworks

Twitter and Facebook are used to engage audiences. Analytics helps identify influencers and outreach programs are created to build greater credibility for Scotia Bank. Data is minded for customer spending habits and entertainment preferences.



## Thanks for thinking of me.

My fees vary on the type of project but generally I come in around \$85 per hour.  
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