

# Stefan Gutnick Allen, MSc.

User Experience Research and Design

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## EXPERIENCE

### UX Consultant – *Intact Financial Corporation*, Montréal, Canada

August 2018 - August 2019

- **Added Value research** – Planned and conducted interviews with customers to discover opportunities to deliver additional value. Led to a hackathon developing the most promising features.
- **Billing Research and Redesign** – Designed the new billing system for millions of Canadian customers. Project involved several rounds of usability testing, both remote and in-person, card sorting, web analytics, A/B testing and high fidelity prototyping.
- **Other projects** – Various improvements to desktop and mobile websites, iOS and Android applications for Intact and subsidiaries.

### UX Designer – *Jonar*, Montréal, Canada

July 2016 - August 2018

- **ParagonERP** – Research and design for an Enterprise SaaS. Project included wireframing, usability testing, data visualization, card sorting, web analytics and more.
- **Website redesign** – Redesigned website based on A/B testing and UX heuristics, increasing usability and lead generation.
- **Other projects** – Designed online banner ads, contributed to marketing campaigns, improved purchasing flow, and implemented a focus on user-centered design.

### Interpretation Coordinator Intern – *International Telecommunications Union*, Geneva, Switzerland

February 2016 - July 2016

- Scheduled interpretation needs for international conferences.

## EDUCATION

### Master of Science – *University of York*, England

September 2019 - September 2020

- **MSc HumanCentered Interactive Technologies, Highest Distinction**
- Thesis: Designing frictions to regulate mindless browsing – Research and user-centered design of novel approaches to regulating passive consumption of online content.

### Bachelor of Arts – *McGill University*, Montréal, Canada

September 2012 - August 2015

- Major in Psychology, Minor in Economics

## SKILLS

### Qualitative research methods:

Usability testing, user interviews, card sorting, focus groups, thematic analysis, contextual inquiry, personas and scenarios.

### Quantitative research methods:

Web analytics, A/B testing, statistical analysis.

**Design:** User-Centered Design, Wireframing, storyboarding, *Sketch*, *Figma*, Adobe suite, end-to-end design.

**Programming languages:** Basic proficiency in *Python*, *C*, *Javascript*, *R*, *HTML* and *CSS*

## ACADEMIC PROJECTS

**Effect of ‘loot box’ warning labels on parents perceptions of video games** – Designed and completed an empirical survey, performed statistical analysis with *R*.

### User-centered design of a campus navigation app –

Conducted user interviews, prototyping, heuristic evaluation, usability evaluation.

## LANGUAGES

### English

Fluent – Mother Tongue

### French

Fluent – Second Language

### Spanish

Conversational