

## DAMIEN BOYES

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### PROFESSIONAL SUMMARY

Seasoned **User Experience Designer** and **Writer** with over **25 years of expertise** in crafting intuitive digital experiences and compelling narratives. Specializing in **storytelling, technology, and problem-solving**, I have led **UX strategy, content architecture, and digital product design teams** for **global brands** while successfully **writing, publishing and marketing** multiple sci-fi book series.

### CORE SKILLS & EXPERTISE

- **User Experience (UX) Design & Strategy**
- **Information Architecture & Interaction Design**
- **Wireframing, Prototyping & User Flows**
- **Content Strategy & UX Writing**
- **Usability Testing & Research**
- **Storytelling & Narrative Development**
- **SEO & Digital Content Optimization**
- **Leadership & Team Management**
- **Project Management & Agile Methodologies**

### PROFESSIONAL EXPERIENCE

#### Self-Published Author

**Author, Creative Director, Publisher & Chief Marketing Officer** | 2017 – Present

- Authored, published, and marketed 12 books across three sci-fi series.
- Winner of the Self-Publishing Foundation Award (2024).
- Developed and executed strategic marketing campaigns, building an engaged reader base.

#### Freelance User Experience Designer

**Consultant** | 2017 – Present

- Provided UX strategy, content design, and interaction design for brands such as Globe and Mail, Heinz, Burger King, Rio Tinto and RBC.

- Created user flows, wireframes, content maps, and interactive prototypes to enhance usability.
- Partnered with stakeholders to ensure business goals aligned with user needs.

## **TAXI | Toronto, Ontario**

### **Director of User Experience | 2010 – 2016**

- Led a UX team to deliver enterprise-level digital experiences for brands like Canadian Tire, McCain, BC Hydro, Boston Pizza, Tim Hortons, Pfizer, and United Way.
- Developed UX strategies, IA, and usability protocols for digital products.
- Established best practices for user research, accessibility, and content structuring.

## **Organic | Toronto, Ontario**

### **Senior Information Architect | 2004 – 2007, 2007 – 2008**

- UX lead for major redesigns of Chevron.com and MitsubishiCars.com.
- Created user personas, content strategies, and IA documentation to optimize user experience.
- Led client strategy workshops and usability focus groups to refine digital interactions.

## **Cyberplex | Toronto, Ontario**

### **Senior Interface Developer / Site Architect | 1998 – 2001**

- Developed websites for 3M, Chapters, Bell Mobility, Sprint, Kraft, Ford, Royal Bank, and Labatt.
- Designed site architecture and interaction models for high-traffic platforms.
- Implemented early UX methodologies to enhance usability and engagement.

## **EDUCATION**

### **University of Toronto**

- Usability and User Interface Design | 1999
- Bachelor of Arts, English & Computer Science | 1993 – 1997

## **ADDITIONAL INFORMATION**

- Strong written and verbal communication skills.
- Detail-oriented with a passion for storytelling, structure, and clarity.
- High productivity with the ability to deliver on tight deadlines.
- Enthusiastic about emerging UX trends, digital storytelling, and innovation.