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Oli Gardner

Interaction & Experience Architecture

Creative Direction

Facilitation & Process

Product Strategy

Email: oligardner@gmail.com

Phone: 604.306.3275

LinkedIn: <http://www.linkedin.com/pub/oli-gardner/1/915/282>

Online examples at: <http://oligardner.com/resume/portfolio.html>

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SUMMARY - ABOUT OLI GARDNER

Over 13 years working in the field of interactive web design and development, from small startups to the role of Creative Director at online entertainment giant Bodog.

Working globally from London to Vancouver to Costa Rica, I've transitioned from Interaction Designer, through establishing and leading Riptown Media's first Usability team, to inspiring a team of user centered practitioners as the creative lead responsible for re-defining the vision of a billion dollar organization.

During this time, I've honed my skills and methodologies to facilitate getting the most out of the interactive medium and the creative teams that fuel it, while being dedicated to ensuring business requirements meet user goals at every level.



NOTABLE ACCOMPLISHMENTS

A list summarising some of the impacts my work has had on team and business success.

- **Vision**
Recognised for bringing a new creative vision to the Bodog brand while at Riptown Media - helping to reshape the brand direction and taking product innovation to a new level.
- **Breaking new ground**
To gain a competitive advantage in online gaming via user experience, I established the industry's first Usability team.

In a study of the Bodog Sportsbook, I analyzed the interaction process used to make a bet on a player's favourite team (with usability testing). Through our observations and subsequent changes we reduced the average bet time from 7-10 minutes to < 1 minute.
- **Creative Process**
Developed a conceptual development process based on UCD best practices. This process led to a creative concept document and pitch for the redesign of bodog.com, heralded company-wide as being the best they had ever seen.

CORE CREATIVE SKILLS



Interaction & Experience Architecture

The key to interaction design is understanding human behaviour. I practice a thoughtful and iterative approach to interaction based on an empathetic UCD process; using detailed wireframes and interactive prototypes. Leveraging my skills as a Creative Director allows me to architect experiences where each page tells a story, has a clear purpose and a strong focus on information design.



An Expert Facilitator

From client discovery meetings to driving innovative and energetic brainstorming, facilitation is the key to extracting the collective intelligence of a group of talented professionals. Leveraging methodologies based on IDEO principles and a suite of supplementary tools, I am able to guide creative sessions to their full potential.



Conceptual Development

There is a great idea within close reach of even the craziest thought. Using a proven and results-driven process, I can be confident of finding the right solution to any business problem. Taking the seed of an idea through to a fully implemented concept requires experience and belief in the power of a team and a process.



Usability as a Guiding Principle

As the Usability team lead at Riptown I developed a common-sense approach to UI construction and evaluation. Most problems can be avoided by careful application of interaction and layout principals. When a comprehensive study and data collection are required, I lead test subjects through scenario based exercises where they can be observed in an environment approaching reality.

LINKEDIN REFERENCE QUOTES

"... stakeholders were impressed with his ability to tap into the brand DNA of the company . Sitting in on many of his brainstorming sessions was remarkable to watch, as he pulled out some of the most imaginative ideas the company had ever considered."

-- John Keyes

Former Director of User Experience, Riptown

"Oli is a phenomenal inspiration. He combines classic usability methodology with unbelievable intuition and flare for design. He is a point of reference in the company for design and his passion for it is embodied in everything he does, whether it be UIs or photography. An absolute joy and privilege to work with, he is in a league of his own in an incredibly specialized field."

-- Kathryn Loewen

Former Poker Product Manager, Bodog

"**Innovation:** Second to none in his ability to think creatively. You can count on Oli to contradict common thinking and find new, innovative ways to solve any range of problems."

-- Aaron Gould

Chief Marketing Officer, Bodog

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PROJECT PORTFOLIO - SELECTED WORK



Silver Oak Casino Redesign

TAGS: [Interaction Architecture](#) | [Conceptual Development](#) | [Wireframes](#) | [Creative Direction](#)

Leading a team of User Experience practitioners in a rapid re-branding/re-design of a failing product. My role focused on the new Architecture - producing detailed HTML prototypes that allowed rapid collaboration and iterative change.

In 6 months we pulled off a zero-to-hero turnaround for the site, with large increases in traffic and conversion rate.



Bodog Poker

TAGS: [Interaction Design](#) | [Conceptual Development](#) | [Usability Testing](#) | [Rapid Prototyping](#) | [Creative Direction](#)

As the creative lead for the Poker channel, I focused efforts on innovation and producing a product capable of redefining the industry:

- Usability testing of real poker players
- Contextual inquiry interviews in players' homes
- Conceptual development of product features
- Prototyping of product features

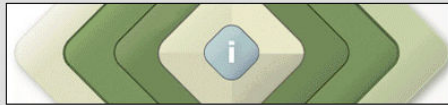


Bodog Redesign & Conceptual Development

TAGS: [Interaction Architecture](#) | [Conceptual Development](#) | [Story Boards](#) | [Brainstorm Facilitation](#) | [Creative Direction](#)

Faced with defining a new bodog.com, I led a team of 13 through a rigorous conceptual development cycle. It culminated in the production of a Creative Concept Document, where we created a full-colour spoof issue of Fast Company magazine, dedicated solely to Bodog.

The magazine contained every concept, wrapped up in beautiful designs and evocative articles. The effect was massive company-wide buzz and excitement.



Web Product Framework

TAGS: [Architecture](#) | [Strategy](#)

Development of a transferable web product framework to define the component parts of any web based product:

- Defines architectural, functional and content specifications for a website design process
- Insight into a products' state of completeness
- Enables a consistent approach to product development

WORK HISTORY

A simple chronology of my recent positions.

Principal
Oli Gardner Interaction & Experience Architecture
Present

Director of User Experience & Interaction
Silver Oak Casino, Costa Rica
October 2008 - May 2009

Creative Director
Riptown Media, Vancouver
2006 - 2008

Usability Lead
Riptown Media, Vancouver
2005

Senior UI/Interaction Designer
Riptown Media, Vancouver
2004

Freelance Photographer
Expedia, North America
2003

Senior Interactive Developer
Columbus Group, Vancouver
2002 - 2003

New Media Interactive Developer
Blue Zone, Vancouver
2000 - 2002

Senior Web Developer
EST, London, UK
1998 - 2000

Web Developer
Integrated Pre-Press Solutions, London, UK
1997

EDUCATION & PROF. DEVELOPMENT

Interaction Design & Usability Week
Neilson Norman Group
London, UK, 2005

Masters in Advanced Digital Electronic Design
Napier University, Scotland, 1995-1996

BEng (Hons) in Electronic & Communication Engineering
Napier University, Scotland, 1990-1995

CLIENT LIST



LINKEDIN REFERENCE QUOTES

"I worked with Oli supporting his ideation series that culminated in one of the best, most exciting and comprehensive pitches ever put together at the company. All in all, it was through Oli's leadership and wisdom that he helped to transform a tiny start up group into a 35 member user experience team that was the envy of the industry. Oh, did I say **he's a creative genius** and is a really fun "no drama" guy to work with?"

-- John Keyes
Former Director of User Experience, Riptown

"Oli is an undeniable talent who has the uncanny ability to lead, inspire, create, produce and deliver world class user experience solutions. As a leader Oli will bring your entire organization to the next level as a conceptual superpower with a diverse range of skills and experience. When asked to deliver, Oli consistently demonstrated an ability to produce top end IA and IxD solutions. Given the opportunity, only a fool would pass up the opportunity to bring this man onto their team."

-- Liam Greig
Interaction Designer, Fantasy Interactive

"Oli has the ability to work directly with Marketing, Sales and Business units of any organization which helps to ensure that the worlds of business, marketing, design and user interaction all meet. Working with Oli in the past has always a very positive experience."

-- Dan Nedelko
Director, Honeypot Marketing