



Steve Coppola

I create nice things for great people.

Steve specializes in digital marketing, user experience and customer experience. I bring over 25 years of industry experience to my projects. I work with clients of all sizes, across multiple categories and industries, priding myself on exceptional quality, fast delivery and personal service to every client.

Over 25 years in digital marketing and communications with a deep focus on user experience, user-centric interface and experience design.

Deeply passionate about customer experience and the intersections between UX, business intelligence/ analytics, context and relevancy.

Critical thinker, obsessed with efficiency, constantly seeking ways to improve and optimize digital customer experiences

User centricity advocate with years of user research experience to inform, measure and validate the effectiveness of digital programs

Designed and played a key role in the planning, design and development of numerous digital properties for A-list clients including: Microsoft, FedEx, Nike, McCain, American Express, Maple Leaf Foods, Canadian National, LG, GlaxoSmithKline, RBC, Sun Life Financial, Rogers, Hydro One, Fairmont Hotels and Resorts, Magna International, Novartis, Pfizer, and many more

Designed award-winning web properties for clients such as Sun Life Financial, Bell Canada, TELUS, Vale and Hudson's Bay Company.

RECENT WORK EXPERIENCE

 **December 2017-Present**
SVP, User Experience

Founder of a specialized UX/CX consultancy with an emphasis on conversion, product design and high fidelity prototyping

Full service user experience service offering for enterprise and SMBs

End-to-end digital marketing services, including:

- User experience strategy
- Digital persona development
- Requirements gathering and definition
- Information architecture
- High-fidelity prototyping and wireframing
- Usability testing and validation
- User interface design
- Front-end development
- Measurement & analytics

 **June 1999 - June 2019**
SVP, User Experience

UX practice group lead for one of the largest global PR firms with 111 offices across 29 countries

Provided creative vision, strategy and design objectives to the firm

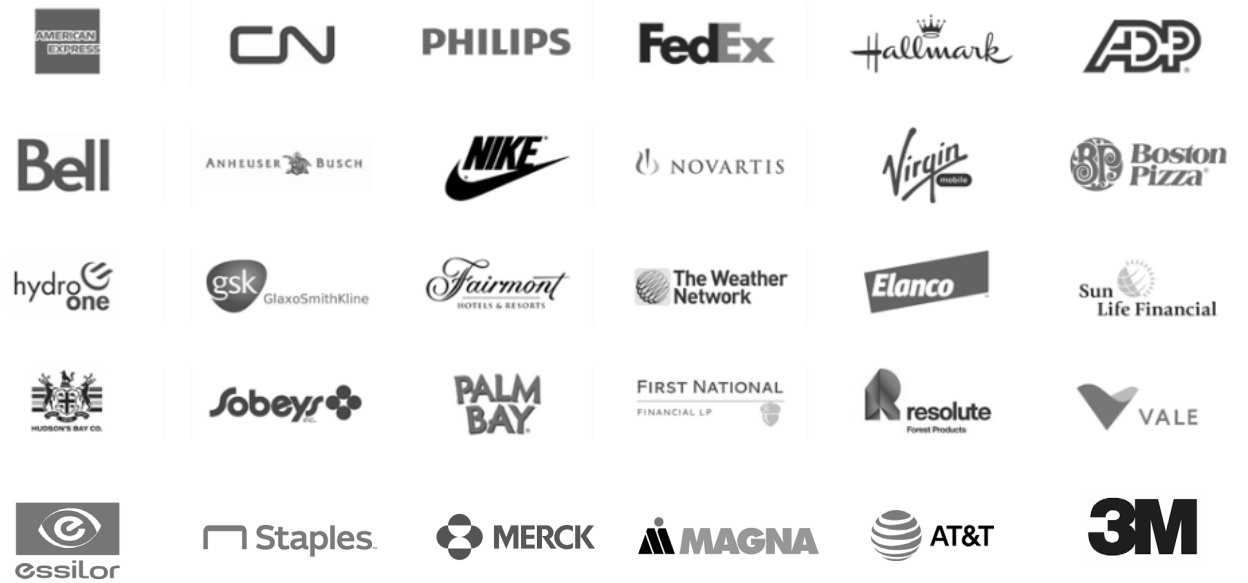
Conducted exploratory, UAT, validation and staging research with end customers, internal client teams

Developed and advise on information design, screen flows and site map. Visually integrate and enhance the architecture, usability interface (UI) and navigation outlined by the development team


Conceptualized and built interaction design models for web applications, web sites, e-learning modules and social media programs


Defined, planned and executed mobile web implementations, including liaising with visual design, content and development teams


SELECT CLIENT LIST





CORE SERVICES + SKILLS

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Expert digital property reviews
Informal, ad hoc analysis of a digital property measured against general usability best practices, paired with high-level recommendations.
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Heuristic UX audits
In-depth, detailed review of a digital property using an established list of 250+ heuristics that align with the 7 facets of user experience.
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User journey mapping
Diagrams that visually illustrate the user flow through a digital property, starting with initial contact or discovery, and continuing through the process of engagement into long-term loyalty and advocacy.
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Optimization & conversion
Analysis of an existing digital property with an emphasis on increasing conversions. Typically involves the definition of multiple conversion tiers.
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Information architecture
Simple flow diagram used to illustrate the overall structure for a digital property. Used to identify content groupings and requirements.

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Tree testing
Task-based user testing exercise to validate and gather feedback on the proposed content bundling, section labels and overall information architecture.
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Usability testing & reporting
In-depth usability study where participants are asked to complete a series of tasks using a proposed prototype or live website. Superior metrics for reporting.
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High-fidelity prototyping
Interactive, responsive simulations of a digital property's proposed interface, behaviours, screen layouts and functionality. Provides a near-final representation of the end product.
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A/B split-run testing
Basic exercise comparing two versions of a webpage or app against each other to determine which one performs better against defined objectives and/or metrics.
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UX Unicorn | u•ni•corn – yōoni,korn |

noun

Mythical user experience designer with an advanced and adaptive skill range. Outstanding skills in graphic design, rapid prototyping, front end development, user testing, technical specifications, digital marketing and branding. It does not have an opinion, it has a process, and will harmonize with any environment.

HONORS & AWARDS

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2010 Media Innovation Awards:
Canada's Most Creative Canadian
- 

Creative FaceOff Competition:
Winner - Marketing Magazine, 2010
- 

Canadian Marketing Association:
Content Marketing, Sun Life Financial 2012
- 

The Holmes Report:
2 x Gold Sabre Awards - Brighter Life, 2012
- 

Webby Awards:
Honoree - Brighter Life, 2012
- 

Content Marketing Institute:
Magnum Opus Award - The Ottawa Hospital, 2012
- 20+ additional awards, list available upon request

TOP 3% TALENT WORLDWIDE IN HIS FIELD



Steve is a proud member of Toptal™ - an exclusive network of the top freelance software developers, designers, finance experts, product managers, and project managers in the world.

INTERESTS, PASSIONS AND MOTIVATORS

What really motivates me? What fires me up, literally keeps me up at night with excitement? How does it all fit together?

A few years back, I didn't have answers to any of these questions. I loved what I did professionally but couldn't put my finger on the things that inspired me and delivered the satisfaction to keep me going.

So, I sat down and made a list, which turned into a longer list. And which eventually turned into a kind of mind map - a visualization of the concepts, ideas and connections that I'm drawn to.

I've included the result in this document simply because I think it helps describe the way I think.

I'm curious. I love problem solving. I'm obsessed with efficiency. And I think these characteristics come through clearly in my work.

