

**Bryce Ashdown**

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**Recent Experience**

*Senior Interaction Designer, 3 UK Ltd. (formerly Hutchison3G UK Ltd.)  
Maidenhead, Berkshire, January 2002-Present*

Currently contracted to lead the UI design of 3's selfcare services on handset and web and the Sprint web-based retail sales application. Previously responsible for the CRM software deployed internationally for use in '3' call centres and supporting the design of the handset products and services. Work includes the creation and maintenance of UI guidelines, interfacing with business/system analysts, and the production of designs and screenflows for delivery to the development team.

*Interaction Designer, Design Interpretive (human factors group, Nortel Networks)  
Ottawa, Ontario, December 1999-August 2001*

Most recently responsible for the visual design of the UMTS network management system interface for Preside, including the exploration of future interface concepts and detailing of current releases. Concurrently led the revision of the Interface Design Standards for adoption by external partners. Earlier projects included the development of the Preside web framework and the integration of the Clarify and Periphonics interfaces into the Nortel CRM product family.

*User Interface Designer, xwave solutions (formerly Software Kinetics)  
Ottawa, Ontario, May 1998-December 1999*

Led the interface redesign of the Canadian Earth Observation Network (CEONet), a geospatial data clearinghouse for Natural Resources Canada. Responsibilities included goals and needs assessment, interface creation and development, co-ordination of usability testing, and the production of proposals and reports. Other projects included web sites and web-based applications for CPAC, PSINet, Transport Canada, and Cebra (for the Merx electronic procurement system.)

*Interface Designer, EspialGroup  
Ottawa, Ontario, February 1998-May 1998*

Contract work involving the development of the docExpress web application, including the development of icons, production of graphics and creation of a web-based instructional demo of the product.

*Web Designer, Visual Synthesis Design  
Ottawa, Ontario, August 1997-March 1998*

Contract work which included conceptual, visual and navigation design for promotional web sites, including the Carleton University site.

**Commissions** *Carleton Cumulative Recognition Project, Carleton University  
Ottawa, Ontario, Completed September 1996*  
Commission to design and oversee the construction of a permanent installation to recognize donations to the University. Housed at Robertson Hall, the work consists of a 24x8 ft backlit glass wall bearing the benefactor's names on mounted metal ravens, the University symbol. Responsibilities included lighting design, overall visual design and co-ordination of the architect, contractors and suppliers.

**Profile** *Comfortable and effective in interdisciplinary group situations.*

*Excellent conceptualization and problem solving skills.*

*High level of written and verbal communication skills.*

*Thorough knowledge of Dreamweaver, ImageReady, Visio, Photoshop, Illustrator, Director, and hand-coded HTML.*

*Solid working knowledge of Quark, Lingo, PHP, XML, UML, Javascript, Actionscript and Flash.*

**Education** *Bachelor of Industrial Design with High Distinction  
Carleton University 1993-1998*  
Fourth Year Major Project was prepared in conjunction with the Corporate Design Group at Northern Telecom. The project involved the development of a device meant to improve communication between doctors and chronically ill patients. The work included both interface and product design.

*OSSD with Honours  
Gloucester High School, 1989-1993  
Lakefield College School, 1987-1989*

**References** Upon Request