



gail leija - user experience

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[autobiography](#)

education

Master of Fine Arts (MFA)
Arts & Technology

Bachelor of Fine Arts (BFA)
Electronic & Kinetic Sculpture

affiliations

Information Architecture
Institute (IAI)
Usability Professionals
Association (UPA)
Interaction Design Association
(IXDA)
Women in Communications
Interactive Ontario
Multimedia Advisory
Committee, Richland College

I provide information architecture and experience planning to agencies delivering interactive solutions to all types of businesses and organizations. From websites to intranets, microsites, web applications and kiosks, I collaborate with business strategists, as well as creative, usability and technology specialists to craft interactive experiences that inform, enable and delight.

current

User Experience Strategist & Designer

gl-ue.com

since SEP 2007 ~ Toronto ON

I work with creative and account teams at agencies such as OgilvyOne, Organic, Tribal DDB, Critical Mass, Sapient and Publicis to develop scenarios and blueprints for online experiences that motivate users to engage meaningfully with clients and their brands, including American Express, Kraft, Bank of America, Heart & Stroke, and Mitsubishi.

Part-time Professor

York-Sheridan Bachelor of Design Program

since DEC 2008 ~ Oakville ON

previous

Senior Information Architect & User Experience Lead

Susan G. Komen for the Cure

SEP 2003 to AUG 2007 ~ Dallas TX

Provided user experience strategy and design for the web applications that support researchers, volunteers and activists engaged in Komen's mission to end breast cancer.

Senior Information Architect & Creative Lead

Verizon

FEB 2001 to SEP 2003 ~ Irving TX

Led multidisciplinary teams of designers and developers within the eBusiness practice to deliver both internal, web-enabled applications and customer-facing telecommunications services.

Director of Information Architecture

Sapient

NOV 200 to FEB 2001 ~ Addison TX

IA Practice Lead and Career Manager for Creative staff in Dallas, Austin and Houston. Provided high-level leadership, while contributing to the overall direction and delivery of various projects.

Senior Information Architect

in2action (i2)

FEB 200 to OCT 2000 ~ Dallas TX

Defined high-level site functionality, navigation and interaction design for B2B marketplaces and web enabled supply chain software.

Creative Director

Donovan & Green, USWeb/CKS

JUL 1999 to FEB 200 ~ Dallas & New York

Provided research and art direction for the chapter on Information Technology in the book UnderstandingUSA, edited by Richard Saul Wurman

Senior Art Director & Information Architect

Agency.com

FEB 1996 to JUL 1999 ~ Dallas TX & New York NY

Co-founded the IA practice at the former Eagle River Interactive. Art director on ecommerce, corporate training, education & reference and content management & publishing projects.