

Pierre Blanchard

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[LinkedIn Profile](#)

A multi-talented left and right brain professional, Pierre was practicing user experience design before the phrase was even coined. He has spent the last 17 years growing and strengthening his interactive knowledge and then applying his skills to interface design, user experience design, site architecture, online and email marketing, and web project management.

Pierre recognizes the importance of listening to client needs and understanding a company's goals in order to efficiently gather and create a needs analysis. To do this he utilizes multiple user experience methodologies: quantitative and qualitative research, persona development, heuristic evaluations, interviews, benchmarks, task flows, wireframes and design comps. From his research, which is focused on the goals and needs of the end user, the implementation of user experience best practices is executed to create the best user-centered design.

Pierre is an accomplished multi-tasker, able to successfully lead multiple projects simultaneously. He provides proven results to meet goals and needs with clear and concise delivery objectives for each project. He capitalizes on his training and mentoring abilities to help his team achieve success on complex promotional and marketing strategic initiatives.

An early Internet visionary, he comprehends the big picture of online marketing and e-commerce. He has a full grasp of every step, from creative brief to the end deliverable including research, approach, concept, design, architecture and engineering, resulting in the achievement of the perfect online deliverable.

RECENT ACCOMPLISHMENTS

- UX architect and designer of multiple award-winning websites.
- Human factor integration providing improved system performance and reduction in system whole life cost by delivering a global content management system providing multi-language functionality for a horticultural company.
- System architecture including HCI of global plant database utilized for marketing consumer facing websites and trade e-commerce website powered by SAP.
- Led UX architect for an online e-newsletter and email tool supporting consumer and trade marketing initiatives backed up with an analytics, history tracking system and multi-part delivery email functionality.
- Led UX and site architect for a web-based monthly publication system. The architecture of this online system permitted to deliver articles in a given time frame by pre-entering and pre-dating them directly to a database, saving web maintenance fees of \$60,000 per year.
- System architect of an online advertising system with monthly scheduling, CTR, ROI and placement ratio.
- UX and system architect of a publishing e-commerce. The application was created and developed to be self-maintained by the client and put in place to offer scalability and reliability.
- SEO - Data analytics and reporting for websites and online and search marketing campaigns.
- Deployed training and video material for a global content management system.
- Decision maker in the evaluation, selection and implementation of new tools and components to facilitate and deliver an infinite UX across multiple channels and devices.

EMPLOYMENT HISTORY

Consultant – Edgilent

Schaumburg, IL – 03/2011 – 04/2011

Worked as an Interface and UX developer consultant on Lane Bryant websites.

Troubleshoot HTML and CSS for cross platform compatibility and mobile devices. Implemented jQuery functionality to promote new products.

Web Manager - Ball Horticultural Company

West Chicago, IL – 06/2005 - 02/2011

Corporate umbrella for Ball Seed, PanAmerican Seed, Ball Flora Plant, Ball Colegrave, Ball Australia, Ball Publishing, Darwin Perennials, Selecta, Kieft-Pro-Seeds, Wave Rave, Burpee Home Gardens, Simply Beautiful, EZ Eyes and Chrysantis and many more.

Wore several hats to manage the web presence for all companies mentioned above, and worked on a wide variety of projects across multiple channels. Worked as a User Experience Architect, Project Manager, and Team Manager with management constituting 50% of responsibilities. Facilitated the technical and content objectives for all Ball websites and

online marketing programs – including timeline creation, flowcharts, wireframes, yearly web corporate forecasting and budget planning for the entire Web group reflecting software and hardware purchase, yearly third party expenses and contracting budget.

As a UX architect, designed, developed and documented the structure of websites and applications developed. Responsible for scoping visual and technical projects, communicating with idea originators and the development team, and managing these projects to full completion. The majority of websites developed, utilized a custom content management system to facilitate daily maintenance and updates. Other duties included the architecture and building of relational databases, developing strategies for data acquisitions, and archive recovery and implementation. Developed self-maintained mechanisms to prevent data duplication on multiple websites and applications developed for the marketing activities generated by the different business units.

Consulted with clients and Account Executives and demonstrated expertise in a variety of the field's concepts, practices and procedures. Provided a wide degree of creativity and latitude and then relied on extensive judgment to plan and accomplish goals.

Responsible for all SEO, tracked and delivered monthly reports of user activities and website performance in relation to marketing campaigns. Held responsibility for Google Adwords campaigns, adjusting the advertising budget based on seasonal needs.

Business owner, BLANCHARDesign

Warrenville, IL – 01/2002 - 06/2005

Provided high quality and effective creative services to smaller and mid-sized companies with smaller budgets wishing to have a positive presence in the media world.

System architect UX Designer of a CMS driven website/application for the educational system including deployment of UX and back-end functionality. .

Toplander – Creative Director/Lead Information Architect

Chicago, IL – 12/2000 - 08/2001

Responsibilities included, but were not limited to creative direction, graphic design (including logo design, site design, email offers and marketing collateral), project management, UI implementation, direct email campaign and web development for the following companies: Toplander, JobsOnline, MarketsOnDemand and EmailOffersOnDemand. Worked in collaboration with different departments such as content development, marketing campaign, advertising department and JOL operations. Demonstrated good communication and interpersonal skills for good and fast results.

Whiplash, Inc. – Web Multimedia Creative Director

Lisle IL – 11/1999 - 11/2000

Lead UX architect for an online travel reservation system. Responsible for delivering several UI templates to facilitate end UX and versatility resulting in reduction of maintenance and cost by 80%. Integrated four different data collection systems into one. The reorganization of these systems solved productivity problems and increased employee efficiency by 130%. Met and surpassed goals to distribute information and ensure accuracy of customers' orders against last minute price changes. Had some responsibility for marketing materials, direct mail and tradeshow booth as well as logo design.

Pilotstone Technologies – Creative Director, Front End Developer

Rolling Meadows IL – 02/1997 - 11/1999

The company specializes in Internet to Extranet Development. Responsible for art direction, graphic design, project management, and web programming. Handled architecture and the layout of visual elements related to web sites, web applications and software products.

Aquent, Paladin – Freelance Art Director, Senior Graphic Designer

Chicago, IL – 03/1995 – 04/1997

Worked as a consultant for those three consulting agencies. Responsible for packaging, web development, art direction, graphic design, color retouching, photo retouching, film and laser output, desktop publishing, trap and file setup and production support for the following companies: E.H. Brown Advertising, Inc., Amoco Corporation, Seatoncorp, International Technology Sourcing, Films Incorporated, S-Mark Graphics, CMI CopyMore, GE Capital, Tucker-Knapp, Communications For Management, Nasher, ACCO North America, Alberto Culver. .

TriStar Industries – Art Director, Designer

Bensenville, IL – 01/1996 – 03/1996

Developed for packaging and design of new product labels.

Frankel and Company – Art Director

Chicago, IL – 05/1996 – 11/1996

Responsible for art direction, visual gathering requirements and lead creative regarding Market Awareness for the United States Post Office.

Black Dot Graphics – Senior Graphic Designer

Chicago, IL – 06/1995 – 03/1996

As a Senior Graphic Designer, responsible for computer design layout, color retouching, photo retouching, film and laser output, desktop publishing, trap and file setup and production support. Worked on brochures, catalogues, advertising, front and back covers, floor plan.

Marketing Design Consultant – Art Director and Web Designer

Chicago, IL – 06/1995 – 03/1996

Art Director and UI Designer responsible for packaging, web development, computer design layout, color and photo retouching, desktop publishing, trap and file setup; Worked on packaging, brochures. Clients included: Schumacher, Die Hard, AARP and Dukane.

Additional Experience, International 05/1986 – 02/1995

For 10 years divided time between working as a chef, photographer, and a graphic designer in different countries and locations. Worked as a chef for six years in Paris, United Kingdom, Monaco Monte-Carlo, Corsica, San Francisco, Greenwich CT and Chicago. Performed part-time work in photography while working as a chef, and subsequently pursued photography full-time starting in 1992, opening a studio in France. As a full-time photographer, managed own business, providing photography services in a variety of fields: fashion, still, portrait, industrial, food, advertising, and wedding. In 1992 utilized Mac to expand services to graphic design, a natural and logical transition and developed graphic design skills further through the creation and publication of own magazine.

PROFICIENCIES

User Experience Design	Interaction Design	Web Integration and Maintenance	Packaging Design
Information Architecture	Art Direction	Logo Design, Identity and Branding	Promotional, Collateral and Publication Layout
Human Computer Interaction	Web Testing and Quality Control	Photography	Video Editing
Project Management	Training	3D Rendering and Animation	
Visual Web Design	Marketing and Public Relations		
Team Management			

INDUSTRY VERTICALS

Consumer Goods	Safety and Security	Travel	Automotive
Health and Beauty	Industrial Products	Software	Restaurant
Healthcare	Government	Transportation	
Education	Publishing	Oil Industry	
Financial	Food	Banking	

CLIENTS/BRANDS

Amoco Corporation	E.H. Brown Advertising Inc.	Virbac	Revell by Monogram
McDonald Corporation	S-Mark Graphics	Alberto Culver	Gingiss Formalwear
Seatoncorp	CMI CopyMore	Schumacher	GLS Corporation
Lycos	GE Capital	Die Hard	Crestwood Associates
Blue Cross Blue Shield	United State Post Office	AARP	International Technology
Associations	Sears	Dukane	Sourcing
Visa Inc.	Tucker-Knapp	Darwill	Films Incorporated
HIMSS	Communications For	Hans All Natural	TTX
IHMA	Management	IT Associates	The Symbolic Group
Kidde	Nasher	Ready Access	
Cash Station	ACCO North America	Tristar Industries	
Pace Bus		Hygiaform	

EDUCATION AND PROFESSIONAL CERTIFICATION

College Notre Dame, France
 University of Ravenhurst – BA - Graphic Arts
 Lycée Saint Louis, France - Culinary Art – CAP and BEP
 Photography – BEP
 Brainbench – JavaScript
 Global Knowledge Network – JavaScript

Bilingual (French)

AWARDS

- *Stevie Winner - 2008 American Business Awards for Best Product Advertising Website* Ball Horticultural Company
- *2008 Web Marketing Association's WebAward*
Ball Horticultural Company for outstanding achievement in website development.
- *2007 Web Marketing Association's WebAward*
Ride The Wave for outstanding achievement in website development.

SOFTWARE/CODING EXPERTISE

Adobe CS5: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, ActionScript, Media Encoder, Captivate, Final Cut Studio HD, HTML5, DHTML, XHTML CSS3, JQuery, Ajax, JavaScript, OmniGraffle, Microsoft Office Suite, Microsoft Visual Studio, SourceSafe, Microsoft Visio, SQL Server, Microsoft IIS, MTS, Microsoft IE, Mac OS X, Microsoft Windows 2003 – 2008, Windows 7, QuarkXpress 8.6, iMovie, iDVD, Keynote, Numbers, Pages, MindNode.