

Harjot Bal

UX Architect & CX Strategist

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I excel at defining exceptional customer and user experience by combining user needs and business requirements. My role occasionally extends to include the responsibilities of a Content Strategist and Business Analyst. I'm involved in projects from inception to launch, playing an integral role throughout. My deliverables typically involve customer/user/stakeholder research, content strategy, information architecture, and wireframes/interactive prototypes. I value lean experience design practices that foster a collaborative and agile workflow.

Experience

Oct 2015 - present

Creative Technologist | DentsuBos

Jan 2014 - Sept 2015

UX Architect | FCV Interactive

2013 - 2013

Instructor | OCAD University
TVO Digital Media Program: Class 06 User Affect & Emotion

2011 - 2013

Teaching Assistant & Graduate Researcher | OCAD University, Faculty of Design
Research Methodologies for Graphic Design & Various projects

Education

MDes

Master of Design

2011 - 2013
OCAD University
Digital Futures

HBSc

Honours Bachelor
of Science

2006 - 2010
University of Toronto
Psychology & CCIT

In my current role, I...

Provide technology support for the creative ideation process

Participate in brainstorming and lead technology briefings

Document functionality and content at an architectural level

Research new technologies and share insights with the agency

Map digital ecosystems

Rapid prototype software and hardware solutions