

# Chloe Blanchard

DESIGN RESEARCH  
& STRATEGY

1224 - 22 Laidlaw St.  
Toronto, Ontario M6K 1X2  
647 467 1441  
cblancharddesign@gmail.com  
[uxfol.io/chloeblanchard](https://uxfol.io/chloeblanchard)

## BIO

I am a design researcher and strategist with a background in UX. After five years of designing digital products and experiences, I shifted my focus to research because I wanted to facilitate greater impact through active empathy building and evidence-based decision making. In the last few years, I've applied a strategic approach to exploratory, generative and evaluative research. I believe that research provides the most value when it is methodical, iterative, and highly customized by design. I find my purpose in understanding and representing human needs, from ensuring that participants are protected by ethical research practices to prioritizing the end-user's experience in design decisions.

## EXPERIENCE

### Senior Design Researcher

CONNECTED | Jan 2019 - Apr 2020

Co-leading the formation of the design research practice.  
Conducting exploratory, generative and evaluative research.

### UX Strategy & Design

prev. UI/UX Designer

IDEA COUTURE | Aug 2016 - Present

Providing UX strategy, designing and facilitating design research, executing UX design, and creating prototypes.

### UI/UX Designer

CLEARBRIDGE MOBILE | May 2014 - May 2016

Leading product design on award-winning mobile applications and facilitating design implementation within agile teams.

## EDUCATION

### Certified Usability Analyst (CUA)

HUMAN FACTORS INTERNATIONAL | June 2018

The CUA is the leading worldwide credential for User Experience practitioners, demonstrating their mastery of the fundamental principles of user-centered design.

### Hons. Bachelor of Design

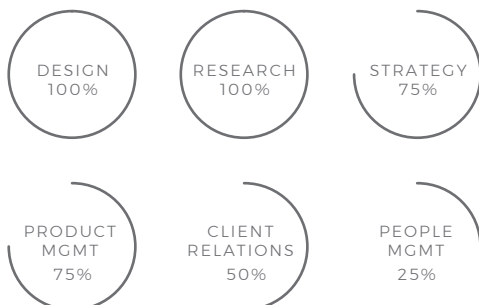
YORK UNIVERSITY | Sept 2010 - Apr 2014

### Professional Certificate in Digital Design

YORK UNIVERSITY | Apr 2014

## EXPERIENCE LEVEL

While my experience in design and research is well-developed, I am looking for opportunities to expand skillset in other areas.



## REFERENCES

### Ramiz Khan

647 830 0297 | [ramiz.kk@gmail.com](mailto:ramiz.kk@gmail.com)

Product Strategist at Connected

### Tania Ahmad

647 928 0097 | [tania.g.ahmad@gmail.com](mailto:tania.g.ahmad@gmail.com)

prev. Manager, Design Research at Connected  
Head of Human Insights at Idea Couture