

# PIERRE ROBERGE

Product Owner / User Researcher / UX Product Designer



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📍 Sherbrooke, Québec, Canada

## EXPERIENCE

### VP Products and Innovation

**Mobilus** 📅 08/2018 📍 Sherbrooke

Startup creating information technology products for pharmacies

- Identification of a new need and new business opportunity.
- Design and implementation of an MVP (Minimum Viable Product) that allows pharmacies to generate additional net revenues of 10% per client by offering better customer service and being better able to meet the requirements of the Ordre des pharmaciens du Québec.

🔗 <https://www.mobilus.ca>

### Product Creator and Manager (Lab d'innovation)

**Wolters Kluwer** 📅 12/2011 📍 Sherbrooke

Canadian leader in tools designed for finance and accounting professionals

- Establishment of partnerships with over 100 accountants, creation of 9 brainstorming and co-creation events.
- Needs analysis and creation of 6 MVPs, oversaw the commercial launch for 3 MVPs. 2 MVPs are now commercially viable.

🔗 [www.wolterskluwer.ca](http://www.wolterskluwer.ca)

### Customer Experience Specialist (direct report to CEO)

**Global Excel** 📅 09/2009 📍 Sherbrooke

Provider of comprehensive cost containment, claims management and medical assistance services

- Identification of a new need for a long-term client, leading to the development of a new service offering.
- Management of a team responsible for the simplification of medical questionnaires. This led to a 10% reduction in errors and a 30% increase in speed of completion, while also making them more user-friendly.

🔗 <http://www.globalexcel.com/>

### Business Analyst/User Experience

**etfs** 📅 09/2004 📍 Sherbrooke

Management and development of travel insurance products

- Design of a product framework that served as a reference for the implementation of an ERP.
- Resolution of a user experience issue wherein user comments were contradictory. My solution greatly influenced the direction of the system's design.

### Interaction Designer

**Cooper Interaction Design** 📅 03/2000 📍 Palo Alto, California

Consulting firm, creators of interaction design

- Redesign of the "Quotes and Research" section of Schwab.com. The design was so highly valued that Schwab decided to cease offering the product free of charge to the general public, choosing instead to reserve it for their clients with investments of at least \$200,000 USD.

🔗 <https://www.cooper.com/>

## PHILOSOPHY

*There can't be any deep business insight without deep client insight.*

## SUMMARY

I have mastered a proven analysis and design process, initially acquired during my time in Silicon Valley and perfected over almost 20 years. This process allows me to understand people's goals, desires, aspirations, constraints, emotions and mental models in order to infer the experiences that would satisfy them – "useful, useable, and desirable" – even if these needs are not explicitly expressed.

## METHODS



Contextual Inquiries



Goal-Directed Design



Personas



Customer Journey Maps

## LANGUAGES

French ●●●●●

English ●●●●●

## EDUCATION

**B.Sc. Computer Science (Business)**  
**Université de Sherbrooke**

**DESS Ergonomie du logiciel**  
**École Polytechnique**