

HUGO GATSBY

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EDUCATION

- **Harvard University – Master of Business Management** – Cambridge, MA 09/2013 – 05/2015
Related Courses: Organizational Behaviour, Behavioural Economics, Forensic Accounting, Principles of Management
Achievements: Cum Laude Graduate; Awarded distinction for analysis in Forensic Accounting Case Study.
- **Harvard University – Certificate: Strategic Management** – Cambridge, MA 01/2014 – 12/2014
Related Courses: Strategic Management, Corporate Governance, Corporate Strategy, Business Analysis & Valuation
Achievements: Developed financial models for the Disney/Netflix partnership that produced 6 MCU tv series.
- **University of Western Ontario – Bachelor of Arts: Digital Media** – London, ON 04/2004 – 08/2007
Related Courses: Mass Media & Consumer Cultures, Contemporary Media, Advanced Multi-Media, Web Design
Achievements: Visual Art Student Association Events Coordinator, Exhibiting Artist

PROFESSIONAL EXPERIENCE

Stradea Design Labs: Managing Director 10/2019 – Present

Through the use of user-centred design and behavioural science, transformed user experience and digital strategies for our clients. Taught teams to reimagine their processes through collaboration and iteration.

Project 1: Business Educator Consultant – Hamilton Health Sciences

- Developed learning materials to train staff in Tableau data visualization for consistent reporting processes. Assisted in the development and execution of the internal learning management system (LMS).
- **Highlight:** Designed interactive video training for the newly developed Data Visualization Centre.

Project 2: Digital Strategy Consultant – Capital Hill Group

- Worked with government relations directors to facilitate behavioural science workshops to help leadership adjust their brand strategy, leading to the re-design of their user experience, website, and marketing efforts.
- **Highlight:** Increased viewership by over 400% and a close rate of prospects at 83%.

Project 3: AODA Compliance Consultant – Township of Carling

- Worked with the municipality to reevaluate their online presence. Mapped out a new community user experience, built an AODA-compliance website, and trained municipal staff on web design fundamentals.
- **Highlight:** An increase in viewership of 37% (10,000 views/mth), and a 26% increase in average click-through rates.

Cause & Effect Kitchen & Bar: Co-Founder 05/2017 – 08/2019

- Developed the business plan and financial modelling to secure funding for build-out. Responsible for creating the brand identity, which included entire interior décor, website, and social media presence.
- Built online training portals for training front of house staff. Lead the in-house training for team leads and managers and produced research papers on behavioural selling.
- **Highlight:** Social campaigns reached 1M+ views, \$920k revenue within 90 days of launch and \$2.24M year-end.

Bank of Montreal: Canadian Lead Digital Strategist (Contract) 11/2017 – 01/2019

- Managed a marketing team to drive the digital adoption of BMO's clientele. Adopted an agile approach to run experiments leveraging behavioural science to increase digital adoption rates.
- Reconfigured the reward process which decreased the payout process from 3 months to 72 hours.
- Managed a marketing portfolio of \$2.5M and launched national campaigns for BMO's first AI chatbot and mobile cheque deposit app feature implementation.
- **Highlight:** Tested the UX hypothesis of increasing engagement through the use of gamification and trigger-based cognitive bias, increasing digital adoption conversions by 335%.

As a senior change management consultant I have been exposed to high-profile projects which focused on building solutions that inspired internal change and inclusion. Here are a few examples of key projects during my tenure.

Project 1: Change Management Consultant – Hamilton Health Sciences

- Worked with education consultants to develop HHS's "Centre of Excellence" training program that focused on succession planning. Lead to the development of a COE that promotes potential leaders.
- Reviewed HHS staff engagement surveys and launched a strategic initiative that leveraged inclusion initiatives, townhall updates and an annual film festival to celebrate "behind the scenes" staff that often go unrecognized.
- **Highlight:** These efforts led to the strategic rebranding: "Best Care for All." Staff engagement increased by over 30%, launched the ten-year communication plan, and strategic roadmap with branded balanced scorecards.

Project 2: Digital Strategy Consultant – Bell Canada

- Worked with Labour Relations to design experiments to gain a deeper understanding of the challenges staff face in the workplace. From this research, we developed campaigns that promoted engagement through diversity.
- Collaborated with HR to redesign the external website UX, increasing application submissions by 27%.
- **Highlight:** Increased intranet usage by over 600% by the restructuring of UX/UI designs to optimize for mobile devices.

Project 3: User Experience (UX) Consultant – Manpower Group

- Led Manpower's focus-group testing to understand applicants' needs; worked with the business development consultants to develop training workshops focused on diversity and inclusion.
- **Highlight:** Streamlined application process by adopting design thinking methods to rebuild the customer experience and online application process to increase successful placement rates by 34%.

Visual College of Art & Design: Digital Media Professor

01/2009 – 06/2011

- Fostered thought leadership from the students, challenging the traditional view of creativity and collaboration. Utilized a gamified approach to promote the learning process.
- **Highlight:** Introduced business-case course work to the curriculum; allowing students to gain real-world experience.

VRX Studios: Account Director

09/2008 – 03/2010

Managed and trained a results-oriented creative team and lead several major projects that focused on brand awareness, interactive media, and gamification. As a director, I helped my team learn how to develop perspectives on problem-solving and uncover fundamental design flaws that helped mitigate project delays.

Project 1: Senior Project Manager – Toyota Motor Corporation

- Led a creative team in the design of the 2010 Toyota 3D navigation icon project. Developed a lifecycle management process, which uncovered fundamental design flaws and mitigated project and communication delays.
- **Highlight:** Reduced fixed costs by 12% (\$1.2M) and completed project 4 months ahead of schedule.

Project 2: Creative Director – Hilton Hotels

- Creative lead for the Hilton's "See the World" campaign. This strategic initiative reimagined the Hilton customer experience. Led behavioural workgroups focused on motivations to determine the decision-making factors of patrons.
- **Highlight:** Our efforts launched a lifestyle rebrand for Hilton Hotels, and saw a 15% increase in reservations.

PERSONAL DEVELOPMENT

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| • Unconscious Bias Certificate – Microsoft | 2020 |
| • Design Thinking Certificate – University of Western Ontario | 2020 |
| • Professional Leadership Development Certificate – Goodman School of Business, Brock University | 2019 |
| • Lean Six Sigma – Green Belt Certification Course | 2018 |
| • Project Management Professional (PMP) Intern – Project Management Institute: Requirements Fulfilled | 2014 |

SKILLS

- **Aptitude:** Project Management; Strategic Planning; Campaign Management, Design Thinking; Behavioural Science; Creative Direction; Inclusion; Accessibility; Analytics; Mentorship; Learning & Development
- **Computer Skills:** Adobe CC; Photoshop; Illustrator; InDesign; XD; WordPress CMS; CSS; HubSpot CRM; Figma; Word; SharePoint; PowerPoint; Excel; Teams; OneDrive; Trello; Basecamp; Miro; Hootsuite; Camtasia; Tableau