

JAN-FÉLIX DESROCHES

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Blog: <http://blog.echouser.com>; Portfolio: [www.entrepreneureal.org](http://www.entrepreneureal.org)

It is said that to reach the end, we must sometimes start at the beginning. If someone had told me years ago that I would end up in California, my birthplace, but as foreign as any country in which I have lived (and there have been quite a few: ten at last count), I would have called them crazy – and rightly so. I have spent my life living off the beaten path: Indonesia, Nigeria, Venezuela, Mexico, France, Australia. However, as I discovered, off the beaten path for one may be home for another, and I learned at a young age to adapt to my constantly changing surroundings. Given that I moved country every two years, it was certainly a lesson in flexibility.

My career so far has also been an exercise in flexibility. Spreading ideas, creating relationships based on value, communicating in an authentic and open way: these are all part of what I currently do, and how I live my life. Having ownership in the creation of something, shepherding a product from its inception to its launch, this is what gets me up every day. It's telling stories, explaining and sharing, making loyal partners, customers and friends, both inside a company and out; all this is crucial to building networks and creating true value in the things we hold dear – and the core of my life-work ethos.

I look forward to working with you so I can share with others what I know to be true: that embedding in and living positive values is the best lever for transformative change. Putting this philosophy into a practice? All in a day's work.

Thanks,

A handwritten signature in black ink, appearing to read 'Jan Felix', with a long, sweeping horizontal line extending to the right.

Jan-Felix Desroches

**Current position: EchoUser, Inc.**

**2009-present:** Experience designer, EchoUser, Inc. [www.echouser.com](http://www.echouser.com)

**Responsibilities:** interaction designer, user researcher and usability tester. Lead, design and conduct usability tests, create wireframes, create medium fidelity conceptual designs, conduct on site user research. Create proposals for projects and engage in business development activities. Present findings to high level executives and design teams.

**Selected clients:**

- **Salesforce:** usability testing, wireframing, guerrilla user research
- **Cisco:** usability testing
- **Stitcher, Inc.:** mobile usability testing, diary study
- **TechSoup.org:** interviews, usability testing
- **Jemstep:** usability testing
- **Invensys:** user research, contextual inquiry, group task analysis, concept development, wireframing, interaction design, visual design
- **SAP:** mobile usability testing
- **Yodlee:** in-house interaction design team, interaction design, wireframing, concept development

## Experience

**2007-2009:** Connector, Origo, Inc. (now Cazneau Group). [www.cazneau.com](http://www.cazneau.com)

**Responsibilities:** associate consultant, managed day-to-day relationships with major accounts. Developed proposals, co-drove creative direction of projects, and designed and co-facilitated multiple discovery workshops and site visits in San Francisco, Washington, D.C., Mexico and Guatemala.

**Selected clients:**

- USAID/Global Development Alliance
- NASA/Launch.org
- Kellogg Foundation
- PEPFAR (President's Emergency Plan for AIDS Relief)
- Play Rugby
- TechSoup.org

## BLOGGING

I currently blog on the EchoUser company blog on all issues related to user experience, design and startup life. I previously blogged on social entrepreneurship and triple bottom line business at Ecopreneurist.com (a blog on the Green Options network) and TriplePundit.com.

## EDUCATION

Degrees held : **Master of Arts** in International Relations, University of Warwick, 2006 (3.5/4.0)

**Bachelor of Arts** in Political Science and Sociology, McGill University, 2005 (3.56/4.0).

Also hold a Bilingual (English/Spanish) **International Baccalaureate Diploma**, 2002.

## **INTERACTION DESIGN, PROTOTYPING & WEB 2.0**

**Fireworkws CS5, InDesign CS5, Illustrator CS5, Photoshop CS3, Omnigraffle, Wordpress, PowerPoint/Keynote, Wacom Tablet.**

**Other:** I tend to use a range of programs and methods, depending on the need at hand. Whether it's mapping opportunities out by hand, using Google SketchUp to convey design sketches, or prototyping a website using free CMS software (such as Weebly.com or Wordpress), I am open to whatever tool will provide a compelling result for the customer.

## **PAST WORK EXPERIENCE**

**2007:** Supervisor, Starbucks at Wilcrest and 59 in Houston, Texas.

**2004-2005:** Intern, International Centre for the Prevention of Crime (ICPC). Brief stint as researcher (3 months), filtering and preparing research materials for a federal government-requisitioned project on attitudes toward crime in select Canadian cities. Material primarily sociological; internship ended with the close of the academic year.

## **LANGUAGES**

Languages spoken/written fluently: **English, French, Spanish**

Others: Italian (conversational), Russian (elementary). Languages previously spoken/written: Indonesian (fluent), German (conversational)

## **PLACES LIVED**

Canada (1984-85), Australia (1986-1987), Indonesia (1988-1992; 1995-1997), Nigeria (1993-1995), France (1992-1993), Venezuela (1997-1999), U.S.A. (1999-2002), Canada (2002-2005)/Mexico (2004-2005), U.K. (2005-2006), U.S.A. (mid 2006 to present). Living in San Francisco since March of 2007.