

# Jaco Joubert

INTERFACE DESIGNER

Toronto, Ontario

[joubert.jaco@gmail.com](mailto:joubert.jaco@gmail.com)

6474016578 mobile

To work as a interface designer and create fun and memorable experiences that make people go wow!

## Education

Bachelor of Design, Honours

**York University**

Toronto, Ontario

Sep 2003 - May 2007

## Experience

Interface Designer

**FreshBooks**

Toronto, Ontario

Apr 2008 - Present

Managed the process of designing new features and revamping existing features. Performed split testing on website to quantify influence of changes on signup conversion rates.

Projects worked on included:

- Redesigning invoicing and estimate creation screens to improve usability for new users.
- Revamping existing multi-page expense interface to allow users to create, edit, and view expenses without page loads in addition to increasing the speed of data entry.
- Designing internal tool to keep track of user requests through email, forum posts, and phone calls.
- Designing an iPhone time tracking application.

---

Graphic Designer

Georgetown, Ontario

Sep 2003 - Aug 2008

## Reason

Developed a personal design studio providing web design and branding services to a large client base representing many industries including geotechnical engineers, web developers, military contractors, and aerospace engineers.

---

Co-op Student

Mississauga, Ontario

## eLabs Inc.

Designed, implemented, and tested telecommunication system modules used by companies such as at&t canada and ensync to process their billing.

---

Co-Founder

Toronto, Ontario

Jan 2008 - Present

## Guestlist

Developed and launched a web application in collaboration with one backend and one Javascript developer to assist users in selling event tickets online.

Created a solid design system for the interface and then refined it until it made users go wow!

Worked with closed beta users to gather actionable feedback.

Guestlist opened for public use on July 19, 2009 after only 7 months of part-time development.

## Interface Design

Defined project goals through stakeholder meetings, researching how customers use the existing functionality, conceptualizing and presenting design prototypes, and working closely with the production team to implement the designs.

---

## Analytics

Performed a/b and multivariate split testing to measure success of projects. Analyzed Google Analytics reports (and created custom reports) to derive actionable items in order to improve website conversion rates.

---

## Template Development

Developed a hands-on approach to implementation by working closely with programmers to code the XHTML and CSS while they integrated the resulting templates into the backend systems.

---

## Client Relationship Management

Developed strategy, steps and preparation in order to provide excellent service to clients and thus gain competitive advantage over our competitors and increase the quality of our service.

---