

STEVE REBIFFE

UX | IA | UI | VISUAL DESIGN | STRATEGY

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BIOGRAPHY

I have extensive experience designing complex, enterprise-scale analytics, clinical, administrative, and financial information technology solutions. I am known as a "critical thinker" with special expertise in User Centred Design and Visual Experience Design (VxD) for mobile, desktop, client/server and web technologies, with a proven track record for significantly improving the perception and acceptance of a company's products, resulting in measurable increases in revenue.

As a multi-disciplined, hands-on, User Experience (UX) engineer, I have an extensive background designing solutions for complex usability problems in enterprise and multimedia software.

You can expect me to always be innovative, a mentor, leader, and evangelist in promoting a User Centred Design culture, with a major emphasis on creativity and out-of-the-box thinking. I envision, design and deliver innovative and intuitive solutions for complex design challenges... solutions based on elegant designs that not only engage the user, but provide an experience they can't live without.

WORK EXPERIENCE

PRESIDENT / DESIGN DIRECTOR

2013 - Current

ACTIMIRA | Richmond, BC

ACTIMIRA is a software design studio/consulting agency specializing in creative design innovation for software usability and user experience. With expertise ranging from usability analysis, wireframes, proof-of-concepts, rapid prototyping, data visualization, advanced communications and presentations... plus great icons.

As a founder of ACTIMIRA, I place a strong emphasis on defining the Brand Visual Styling, Patterns and Best Practices (resources for development teams to ensure consistent design), and interaction standards across product lines.

Most recently I was contracted to as the Director of User Experience for SPH Analytics in Alpharetta, Georgia.

Other notable clients include IQ Gecko (Australia) and LED Medical/LED Dental (VELscope).

DIRECTOR OF USER EXPERIENCE

2014 - 2018

SPH Analytics | Alpharetta, Georgia

Formerly Symphony Performance Health. Rebranded as SPH Analytics following the acquisition of The Myers Group in May 2015.

Working with Senior Leadership, I played a strategic role defining and leading the company's user centric vision, strategy and execution throughout the product and solution lifecycle. Through collaboration with Management,

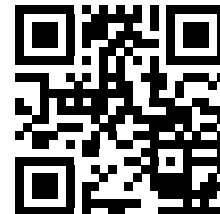
PORTFOLIO

Scan the QR Code or use the link to access my online design portfolio...

www.actimira.com

LinkedIn Profile

ca.linkedin.com/in/SteveRebiffe



INTERESTS

LEADERSHIP WEB 2.0 INFORMATION TECHNOLOGY
ENTERPRISE SOLUTIONS **USER CENTRED DESIGN**
UI DESIGN INTERACTION ARCHITECTURE MOBILE APPS
TYPOGRAPHY ARCHITECTURE WAYFINDING
DATA VISUALIZATION INFOGRAPHICS
HTML5 CSS JAVASCRIPT JQUERY **OPEN SOURCE**
RESPONSIVE DESIGN S.E.O. **DESIGN PATTERNS**
PHOTOGRAPHY **MUSIC** AUTO RACING FOOTBALL HOCKEY

INTERNATIONAL EXPERIENCE



Development, Sales, and Marketing, I aligned product and brand strategy with the needs of our target audience, revenue goals, product roadmaps and team resources.

I oversaw the User Experience Framework (UXF) defining standards for user centred research and behaviours, information architecture, interaction models, visual design and creative direction, along with mockups, prototypes and artifacts (such as personas, user stories, style guides, graphics and icons).

SPH Analytics relied on my expertise to scale the UX capabilities of the company with extensive mentoring and knowledge transfer.

RESEARCH AND DESIGN

2000 - 2014

Allscripts Healthcare Solutions (formerly Eclipsys) | Richmond, BC

I played a pivotal User Experience (UX) role since joining Allscripts. I led a hand-picked international team working, in an Agile environment, with all product development groups across the company, guiding their UX initiatives. My team was distributed in Vancouver, California, Arizona, Massachusetts, Georgia, North Carolina, and India.

The diverse product line (over 80 software products) extended across multiple development environments including Windows Presentation Foundation (WPF) and WinForms (.Net), Web (MVC, HTML5, PHP, AJAX, JSON), and iOS (iPad, iPhone).

With Senior leadership I played a strategic role in setting business goals to ensure we were always in the lead with forward thinking, visionary products and strategic planning. My innovative designs, creative thinking and guidance were recognized and in demand.

Through my blog, "Steve on Design", I engage our enterprise clients around the globe, encouraging open discussion, evangelizing our design initiatives.

In addition to creative solutions, I designed and developed a web-based resource, "The Design Lab", to ensure the consistent implementation of the Allscripts brand. Today it is the central reference point for marketing, product design, and development teams. The content continually expands and evolves with updates to style guides and interaction standards, established software patterns / metaphors, code samples, and graphics asset management.

EDUCATION

COMPUTER INFORMATION TECHNOLOGY

1983 - 1985

Kwantlen Polytechnic University | Richmond, BC

At the time, micro-computers were new, and beginning to make an impact in business and media... I wanted to be part of it. The Computer Information Technology program was one of the first programs design to specifically target this emerging technology segment with a focus on business analysis and marketing.

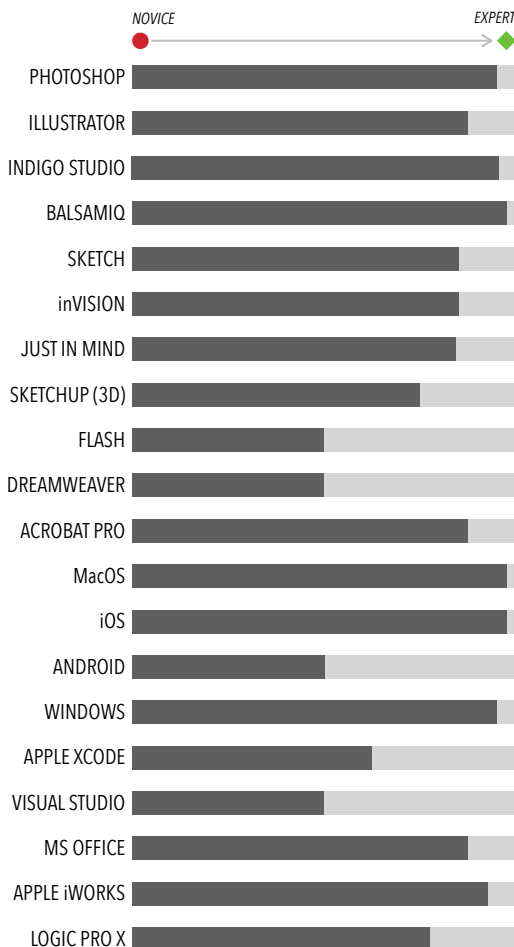
AUDIO ENGINEERING / ART + SCIENCE OF RECORDING

1979 - 1981

Columbia School of Broadcasting | Vancouver, BC

An immersive, hands-on program designed to blend theoretical audio and recording science with practical experience in a professional, state-of-the-art recording studio environment.

COMPUTER PROFICIENCY



SPECIAL SKILLS

- ✓ Critical Thinking
- ✓ Creativity
- ✓ Mentor + Leader
- ✓ Always Innovative
- ✓ Data Visualization
- ✓ Infographics
- ✓ Presentation Guru
- ✓ Artist
- ✓ Detail Oriented
- ✓ Icon + Logo Design
- ✓ Caricatures + Cartoons
- ✓ Musician