

# Patrick Lesage

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UX Case Study:

## **AHA MOMENTS**

Corporate communications, townhall workshops and a website redesign.

# Aha moments

## PROBLEM

Professional services firm providing advisory, digital and technology solutions and services.

## SOLUTION

Led and grew UX team from 1 (myself) to 6 (researchers, designers, developers) and supported the firm's brand strategy with visual communications.



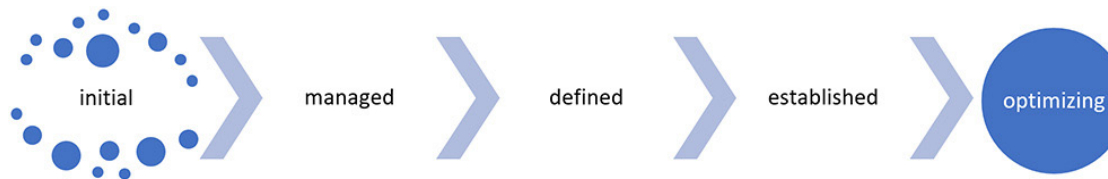
# Event booth

- Reflected team values and corporate culture.
- Gathered insights for stakeholder consensus.



# Townhall

- Internal communications campaign focused on strategies for corporate values, synergy and customer journey.
- Developed a Maturity Model for businesses adopting digital transformation.



**If you want it done, make it fun.**

**Do the right thing!**

**Relationships are the building blocks to success.**

**Filter the noise!**

**You will see it if you believe it.**





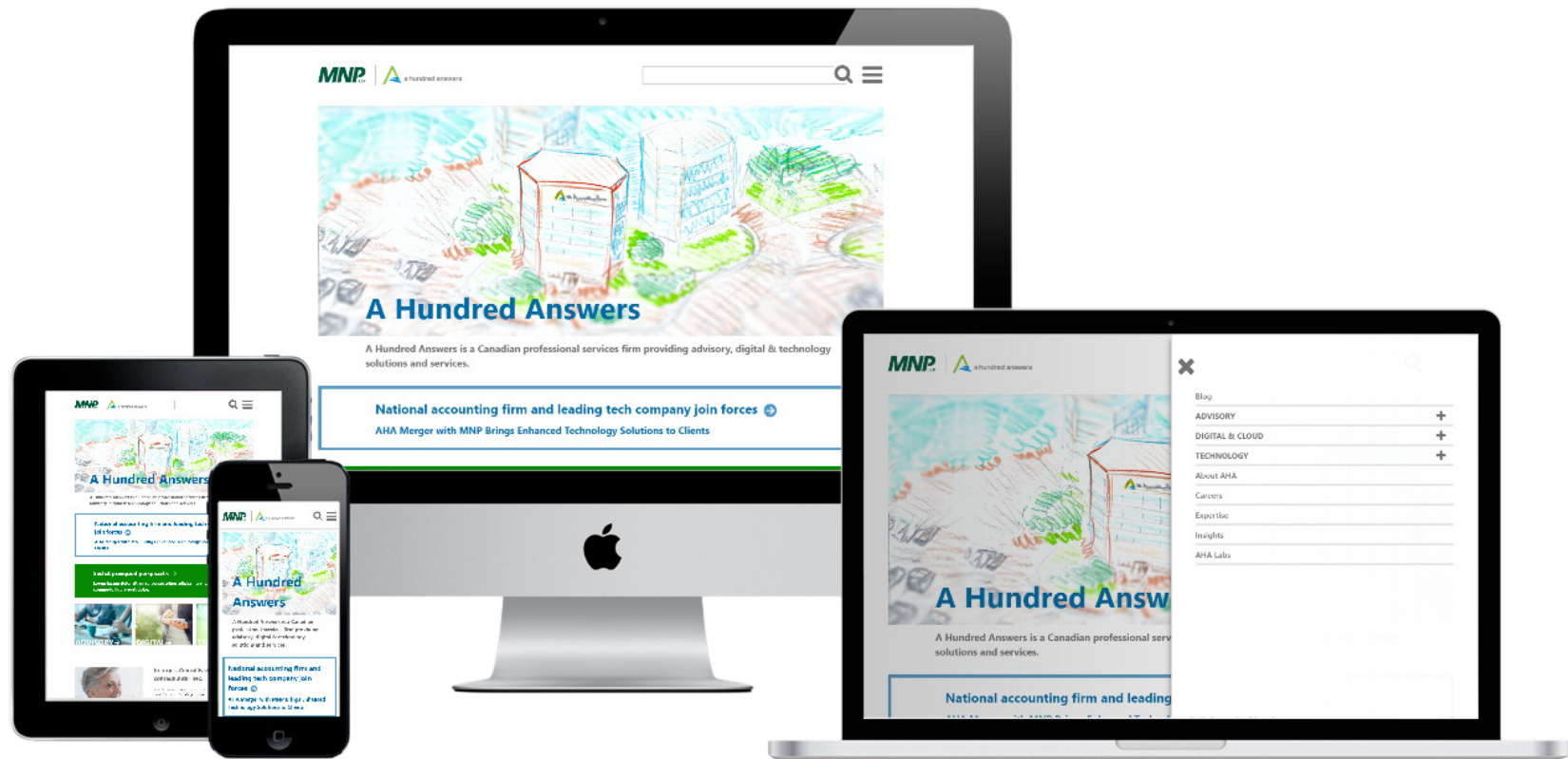
# SodiumTube game

- Teambuilding activities.
- 64 pixel canvas developed with Unity framework.
- I storyboarded ideas and created pixel art for objects, decors and animations.



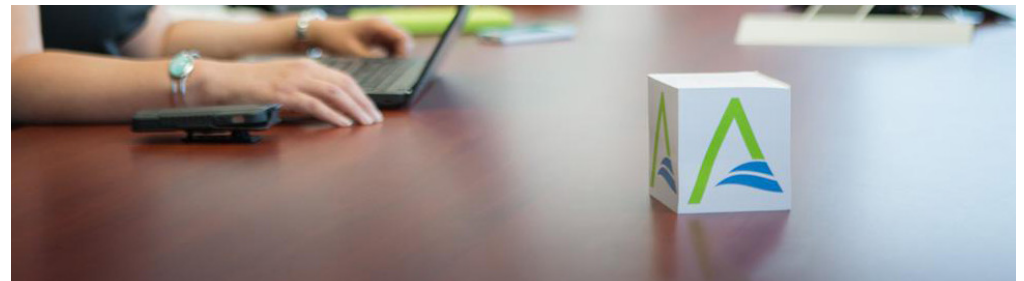
# Redesign website

- Townhall sketches inspired the team.
- Facilitated workshops and directed photography.
- Usability testing with HTML prototypes in Sitecore.



# Lessons learned

- Sketching and testing was key to success, bringing stakeholders' ideas and stories together.



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# Why do I love UX design?

## **COMMUNITY**

People are welcoming and want to share.

## **LEARNING**

Constantly learning new ways of thinking.

## **THE RIGHT FIT**

Creativity and communicating with real people.

## **MAKING A DIFFERENCE**

Improving people's lives and bringing joy

<https://patricklesage.ca>