

ariane beauregard

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selected professional experience

Code and Theory — Creative Strategist

2016 – 2019

Digiday's 2019 Agency of the Year. Code and Theory is a creative agency that designs best-in-class brand and product experiences.

Leading product and experience strategy work on diverse digital-first projects (service ecosystem, web, app, interactive installation). As a strategist, I act as cross-functional collaborator and work with other disciplines (visual design, data analytics, technology) to create meaningful product experiences that marry business and brand needs with those of the user. The strategist is responsible for guiding creative concepts from inception through to final implementation. The focus of my role is around partnering with clients and stakeholders to identify critical business opportunities and solve challenges through design. This involves conducting qualitative and quantitative research activities / user tests, facilitating ideation sessions and workshops, defining user needs and audience profiles, building product roadmaps and frameworks, creating UX concepts and design features, and translating abstract ideas and project outputs into effective presentations.

- Creative Strategy Intern (April – November 2016)
- Associate Creative Strategist (May 2017 – April 2019)
- Creative Strategist (April 2019 – October 2019)

Selected clients: Guardian Mobile Innovation Lab, Yonder Music, Shirley Ryan AbilityLab, U.S. Chamber of Commerce, Stuytown, Adidas, Citi Ventures, Facebook, Samsung America, HBO, EY.

Work x Work On Air — Design Intern

Winter 2017

Intern for the pop-up radio lounge exploring creativity and storytelling through the medium of free-form radio. Responsible for the design and creation of promotional / marketing materials, as well as coordination and set-up of performances day of.

Architects Labonté Marcil — Sustainability Intern

Summer 2014

Analysis of residential buildings' energy efficiency and creation of personalized recommendations to reduce environmental impact.

academic experience

Concordia University, Department of Design and Computation Arts — Adjunct Professor

January 2020 – ongoing

Development and teaching of undergraduate interaction design studio courses. The courses introduce students to theories and practices of user-centered interaction design.

education

Pratt Institute, School of Design — M.F.A. Communications Design (with distinction)

2015 – 2017

Advisor: Prof. Tom Klinkowstein

Thesis: Before the Now – Evoking Memory in Design

Université de Montréal, School of Architecture

— B.Sc.Arch

2012 – 2015

awards + recognition

Pratt Institute — Awards for Academic Excellence

- Pratt Circle Award for outstanding academic achievement, 2017
- Giuliani, V. Scholarship, 2016

Hennessy x Project Wild Rabbit — Design Competition

First prize recipient, 2016

leadership roles + speaking engagements

Technovation — Mentor

2020 – ongoing

Technovation is a tech education nonprofit that aims to empower girls to become leaders, creators and problem-solvers. The program functions as an international competition in which teams of 2-5 girls (aged 10-18) develop an innovative mobile app concept that can bring positive impact in their community.

Design In Progress Conference — Co-lead, Program + Recruitment

2019 – ongoing

Co-lead for recruitment and creation of the conference program. DIP is a non-profit initiative that aims to create a bridge between design students and professionals from the industry. The conference is structured around learning, coaching, and networking.

IDEO CoLab — Design Thinking Makeathon

2018

Participant and finalist in IDEO CoLab's makeathon, working in collaboration with multidisciplinary designers to explore emerging technologies and how they will affect large-scale systems. Ideation and prototyping around 4 themes: circular economy, collaborative cities, dynamic workforce, and open financial systems.

Northeastern University, College of Media, Arts and Design (CAMD) ——— Adjunct Professor

Fall 2019

Teaching of undergraduate studio-based courses in the Design department. The courses focus on human-centered design methodologies and explore how experiences across different scales – objects, spaces, digital products– can engage and elicit emotional responses from users.

Pratt Institute, School of Design ——— Visiting Assistant Professor

2018 – 2019

Co-creation and teaching of an undergraduate experience design studio course in the Communications Design department. The course introduces students to the fundamentals of interaction and experience and explores the relationship between humans, technology and design.

Pratt Institute, School of Design ——— Creative Research Assistant

Spring 2017

Research Assistant as part of the Student Union Building Redesign Committee. Conducted design research, ideation, and concept development as part of a multidisciplinary team.

Université de Montréal, School of Architecture ——— Teaching Assistant

Fall 2014

Teaching assistant position for the Materials: Statics/Resistance course, under Prof. F. Deslauriers, in the B.Sc.Arch. Responsible for grading of exams and assignments, as well as facilitating group discussion during tutorials.

skills

Language ———

English
French
Conversational German

Digital Tools ———

Design + Prototyping

Adobe CC, Arduino, InVision, Keynote, Principle, Processing, Sketch

3D Modeling

AutoCAD, Rhinoceros, SketchUp Pro

Productivity

Airtable, Confluence, GSuite, Google Analytics, Jira, Microsoft Office Suite, Zeplin

Research

UserTesting.com, UserInterviews.com, Optimal Workshop, Qualtrics, Survey Monkey

New York Historical Society ——— Tech Scholars Program

2018

Guest speaker for the NYHS Tech Scholars Program, a six-week intensive web design and coding course for high school girls (grades 9-12).

GradComD MFA Thesis Forum ——— Panelist

2018

Guest panelist for the 2018 Communications Design MFA Thesis Forum (lead by Prof. G. Hwang).

AIGA Edu Talks ——— NY Fresh Grad

2017

Speaker for AIGA's yearly event, featuring graduate students from some of the most respected MFA, MA and certificate design programs in the country invited to present their theses.

GradComD Student Communications Committee ——— Vice-president

2016 – 2017

Vice-president, responsible for the organization of conferences, workshops, studio tours, and socials for the graduate student body, as well as managing the departmental relationship between students and administration.

Designers x Politics: Gender Equality in USA & China ——— Panelist

2016

Guest panelist during a student-lead panel discussion exploring the role of the contemporary designer in political activism.

Scouts Association of Canada ——— Volunteer Counselor

2011 – 2015

Volunteer counselor and treasurer with the 12th scout group Notre-Dame-de-Grâce for children aged 7-9. Responsible for planning and organizing activities, camps, and fundraising, as well as managing my unit's finances.

exhibitions

Pratt Design Show

Pratt Institute, Brooklyn NY, 2017

MFA Thesis Collaborative Exhibition

Pratt Manhattan Gallery, New York NY, 2017