

Ron Perrault

Experience Strategy and Service Designer

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About

Accomplished User Experience professional with proven track record in digital transformation with employee and customer experience. Skilled at using Service Design and User Experience Design to make complicated products and services easier to understand and use. Excels at bringing clarity to the way people work and interact with technology. Known for approaching problems through thoughtful inquiry and collaboration. Builds alignment across business and technology teams to deliver practical solutions that make sense for both people and the business.

Skills

Experience Strategy • Service Design • Employee Experience (EX)
Customer Experience (CX) • Business Analysis • AI Enablement
Process Optimization and Transformation • Stakeholder Engagement • Change Management
User Experience Design (UXD) • Research and Journey Mapping

Professional Experience

Cadillac Fairview, Toronto

2022 – 2026

Senior Business Solutions Analyst, End User Experience

- Simplified employee onboarding by consolidating role-specific new hire workflows into a standardized process model, resulting in a reduction of manual IT requests by more than 50% and improved day-one readiness for new hires.
- Standardized employee technology requirements by auditing the current state, conducting interviews to identify gaps, and classifying 900 roles into 30 personas, resulting in reduced onboarding complexity and the elimination of unnecessary software licenses.
- Accelerated adoption of Google Gemini by identifying role-specific opportunities, demonstrating practical workflows, and integrating AI into day-to-day work, resulting in sustained month-over-month growth in employee adoption.
- Advanced employee AI adoption by guiding employees from basic productivity integrations to more sophisticated Gemini workflows through knowledge sharing, demonstrations, and reusable resources, resulting in a 40% increase in advanced AI usage.
- Enhanced the hybrid meeting experience by establishing a continuous feedback and improvement process using employee surveys, support analytics, vendor collaboration, and self-service resources, resulting in employee satisfaction increasing from 65% to a sustained 95%.

Rogers Communications, Toronto

2017 – 2022

Senior Manager, User Experience & Design

- Established a roadmap for onboarding improvements by auditing the end-to-end customer lifecycle from purchase through installation, activation, and early product use, resulting in a prioritized roadmap that informed communications, self-installation, onboarding, and product support improvements.

- Simplified pre-installation customer communications by auditing customer touchpoints and eliminating redundant emails, calls, and text messages, resulting in a reduction of customer touchpoints from 26 to 14 and a more streamlined onboarding experience.
- Optimized the self-installation strategy by identifying customer segments better served by professional installation and aligning installation approaches to customer needs, resulting in fewer support calls and improved installation success.
- Redesigned self-installation kits for more than 20 residential product configurations by standardizing customer instructions, installation materials, and packaging components, resulting in a clearer and more consistent onboarding experience.

Rogers Communications, Toronto

Senior User Experience Designer

2014 – 2017

- Improved the legacy television experience by conducting customer research, usability reviews, and journey analysis to identify and prioritize high-impact improvements, resulting in the resolution of longstanding customer pain points and supporting customer retention while the next-generation IPTV platform was in development.
- Defined the experience strategy for Rogers' next-generation IPTV platform by collaborating with product teams and technology partners to translate customer needs into scalable capabilities and future-state service experiences, resulting in a future-state roadmap aligned to customer, business, and technology priorities.
- Extended the value of Rogers' legacy television platform by designing companion web, mobile, and tablet experiences that delivered new functionality and customer value, resulting in sustained customer engagement during the transition to the next-generation IPTV platform.

Prior Roles

- Sysomos (acquired by Meltwater), Toronto — Senior User Experience Designer
- Mercatus Technologies, Toronto — User Experience Designer
- Mighty Digital (Bensimon Byrne), Toronto — Information Architect

Education

Ontario College of Art and Design - Communication and Design, Toronto

Professional Development

- Google Gemini Foundations and Advanced Training
- Design Thinking for Practitioners Workshop
- Service Design and Journey Mapping Workshops
- User Research and Customer Insight Workshops
- Coaching for Managers Program
- Managing at Rogers Leadership Program
- Agile and Scrum Methodologies Training

Awards and Recognition

- Ted Rogers Award – Team of the Year – Enhanced Self Installation Team
- Ted Rogers Award – Team of the Year – Rogers Anyplace TV
- Progressive Grocer Mobile Tech Innovation Award – Mercatus Technologies
- Effie Awards Canada (formerly CASSIES) – Ontario Ministry of Health and Long-Term Care – Mighty Digital