

# Ben Groulx

DIGITAL DESIGN — DESIGN STRATEGY — FRONT-END SYSTEMS — UI + UX

Vancouver, Canada-based designer that helps teams work out ways of planning and building digital products by helping them understand their audiences' motivations.

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## Designer & Co-Founder

**HOUSE HOUSE** *Design Studio & Freelance Designer Community*

- Mentored designers and developers in interaction design, wireframing, prototyping, and front-end development to better communicate intent.
- Facilitated and guided the creation of design systems (i.e. component libraries and styleguides) to efficiently scale experiences across devices.

## Senior Designer, Partners

Interaction Designer — User Interface Developer

**MOBIFY** *Mobile-first Ecommerce Platform & Digital Transformation Services*

- Refined partner-led mobile-first experiences through art direction, feedback sessions, and facilitation, prioritising recommendations for accessibility, checkout funnel conversion, and “app-ifying” interactions.
- Worked closely with executives, including CPO and CTO, on strategic sales opportunities, selling the Mobify solution by means of a digital transformation.
- Mapped and improved touchpoints across partner-led PWA dev processes when using Mobify tools, collaborating with our UX Researcher on user tests.
- Trained external partners and customers on PWAs and app-like design, culminating in >10hrs of curriculum content and support materials.

## Designer (networker)

**BRITWEB** *Strategy & Digital Consultancy for the Social Sector*

- Proposed and implemented strategic design systems for the redesign of client web projects, increasing content engagement and driving organic traffic.
- Collaborated with cross-discipline teams to map flows, wireframe layouts, produce visual designs, and implement responsive web experiences.

## Art Director

Designer (contractor)

**CUSTOM FIT** *Web Marketing & Development Agency*

- Led all visual design efforts on web and print projects while devising goals and action plans for digital design and dev processes.
- Crafted appropriate visual identities for web and print marketing campaigns and promotions, while overseeing the creation of multi-locale landing pages that focussed on improving conversion rates.

## Recent Community Engagements

- Designing for mobile speed and performance *Keynote, Microsoft* 2017.06.06
- The Gender Gap: Diversity in Tech *Panel, Ladies Learning Code* 2016.04.26
- Understanding Film: What's a well-made movie? *Keynote, Mobify* 2017.07.05
- The HTML[500] code event *Mentor, Lighthouse Labs* 2017.03.11

2017.Q2 — PRESENT

**Blanc Ink** US 2018

**IMBY** CAN 2018

**Lawn Party Films** CAN 2017

**Ask Will (Telus Series)** CAN 2017

+ more

2015.Q3 — 2018.Q2

**Lancôme** US 2018

**Debenhams** UK 2017

**RoadRunner Sports** US 2017

**Tommy Bahama** US 2017

**Garnett Hill** US 2016

**Chasing Fireflies** US 2016

**eXtra** SA 2016

**Matalan** UK 2015

**ShopDeluxe** US 2015

+ more

2017.Q2 — PRESENT

**Acumen** US 2018

**Say Yes To Education** US 2017

**David Suzuki Foundation** CAN 2017

2012.Q2 — 2015.Q3

**Whistler/Blackcomb** CAN 2014

**Tourism Pemberton** CAN 2015

**Fort St John Public Library** CAN 2014

**Snow Valley Resort** CAN 2014

**Holiday Inn** CAN 2012

+ more

Portfolio available upon request