

Ben Groulx

Hey there 🙌. I'm a Vancouver-based user interface designer ¹⁰⁰ focused on the intersection of interaction and graphic design, with experience in design systems 🔗, front-end architecture 🖥️, and feedback processes 💬. I'd love to work with you 💖.

For a fuller overview of my work/project experience, please see my LinkedIn profile at linkedin.com/in/bengroulx

Interaction Designer, Mobify

February 2016 – Present / www.mobify.com

Projects: Lancôme USA, Chasing Fireflies, others

- Collaborated with developers, engineers, and project managers to prototype, design, and implement mobile-first experiences, namely progressive web apps.
- Worked with stakeholders and engineers to prioritize project tasks and develop action plans.
- Ran design kickoffs and exploratory sessions with stakeholders to identify user desires and tasks, and convert those into actionable mobile-first patterns.
- Owned the creative direction and user experience for enterprise-level customer site and app builds.
- Art directed and reviewed Mobify partner design work to align to mobile best practices and conventions.
- Wrote and published design documentation for Mobify partners to refer to when designing their own progressive web apps and mobile experiences.
- Contributed and presented topics and talks to weekly design sync-ups and company-wide meetings.

Designer & Front-End Developer, House House

October 2016 – Present / www.house-house.design

Projects: housecss, Bitchpop Productions, Ask Will, others

- Worked with clients to uncover art direction and UX requirements through design sprints and user tests.
- Rebuilt interfaces in a mobile-first, responsive manner with own tailor-made front-end framework.
- Edited film and motion graphics by working with film producers and directors on the creative direction.
- Participated in critiques and reviews with project stakeholders, designers, and developers.
- Managed projects timelines to ensure deliverables were handed over effectively and of high quality.

User Interface Developer, Mobify

September 2015 – February 2016 / www.mobify.com

Projects: Lancôme, Garnet Hill, Deluxe, others

- Worked with designers to produce styleguides and build out mobile experiences using CSS and HTML.
- Participated in routine design and development sync-ups, one-on-one and in groups, to provide code reviews and user experience feedback.
- Made recommendations on appropriate uses of design patterns and components to improve and standardize design and development processes.

Lead Designer, Custom Fit Online

October 2011 – August 2015 / www.customfitonline.com

Projects: Whistler/Blackcomb, Fort St. John Public Library, Tourism Pemberton, others

- Oversaw and refined design processes to achieve honest, communicative web and print design.
- Lead the design team while exploring art direction and design approaches for small- to medium-sized businesses and products.
- Devised goals, strategies, and action plans for design and development processes.
- Organized team members to create content for various marketing channels (blogs, social media, etc.)
- Designed and created landing pages while focusing on conversion success rates.
- Crafted appropriate visual identities for web and print marketing campaigns and promotions.
- Contributed biweekly opinion/educational articles on various topics and happenings.

Designer & Front-End Developer, Ben Groulx Design

June 2008 – October 2016 / www.bengroulx.com

Projects: Pemberton Canoe Assn., Lawn Party Films, others

- Designed consumer and commercial interfaces with emphasis on colour, composition, and typography.
- Distributed and prioritized work among projects and managing their communication processes.
- Coded front-end languages (HTML/CSS/JS) to develop responsive websites for a multitude of devices.
- Conducted user research sessions and creating user personas and user flows where necessary.
- Outlined design goals using wireframing and prototyping industry tools.
- Developed wireframes, prototypes, and interfaces with user-centered interaction in mind.
- Upheld user and customer interests while aligning with defined brand values and objectives.

Coach, Pemberton Canoe Association

April 2012 – July 2016 / www.pembertoncanoe.com

Pemberton Canoe's Laoyam Eagles are an internationally-renowned competitive junior dragon boat team from Pemberton, Canada. They have competed and won in numerous World Championships across the globe, but more importantly, their paddling program has been a ground for fostering athleticism, teamwork, leadership, and respect amongst teens.