

Ben Groulx

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A multidisciplinary designer who helps teams best plan out and build beautiful, useful digital products. He is based in Victoria, Canada.

team management research/wireframes/ux digital design/ui pattern libraries front end graphic design

SELECT CLIENTS & PROJECTS

Netwerk Music Group ●●● USA 2023
 Canvas Craft ● CAN 2023
 Mill + Commons ●● CAN 2023
 Coldwell Banker ● CAN 2021
 Happy Cities ●● CAN 2019
 BC Children's Hospital Fdn. ● CAN 2018
 Elastic Path ● CAN 2017
 and others

Low Income Investment Fund ●● USA 2023
 St. Paul's Fdn. ● CAN 2022
 Peter G. Peterson Fdn. ● USA 2022
 BC Cancer ●●● CAN 2021
 University of British Columbia ●● CAN 2021
 Accion Opportunity Fund ●● USA 2020
 Uncommon Schools ●● USA 2019
 and others

Lancôme ●● USA 2018
 Babista ● DEU 2018
 Debenhams ● GBR 2017
 Tommy Bahama ● USA 2017
 RoadRunner Sports ● USA 2017
 Carnival Cruise Line ● USA 2017
 eXtra ● SAU 2017
 Grandin Road ●● USA 2016
 Garnett Hill ●● USA 2016
 Chasing Fireflies ●● USA 2016
 Lululemon ● CAN 2016
 Matalan ● GBR 2015
 ShopDeluxe ●● USA 2015
 and others

Whistler/Blackcomb ●● CAN 2015
 Village of Pemberton ● CAN 2014
 Whistler Community Fdn. ● CAN 2014
 Fort St. John Public Library ●● CAN 2014
 Snow Valley (resort) ●● CAN 2014
 BC Sustainable Energy Assn. ●● CAN 2014
 Holiday Inn ● CAN 2012
 and others

TOOLING EXPERTISE

Freeform Figma Adobe CC Procreate
 Keynote Tailwind Dropbox Sketching

SELECT WORK EXPERIENCE

Designer, Partner *at* House House 2017.Q2 → PRESENT

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

Senior Designer *at* Briteweb 2017.Q2 → PRESENT

- 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.

Senior Designer *at* Mobify 2015.Q2 → 2018.Q2

- Refined partner-led mobile-first experiences through art direction, feedback sessions, and facilitation, prioritizing 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 over ten hours of curriculum content and support materials.

Creative Lead, Designer *at* Custom Fit Online 2012.Q2 → 2015.Q2

- 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. Oversaw the creation of multi-locale landing pages that focused on optimizing conversion rates.

SELECT MISCELLANEOUS COMMUNITY ENGAGEMENTS

Figma Fun for Netwerk Music Group workshop BIWEEKLY 2022–2023
 Remote Design Open Office Hours for self mentorship BIWEEKLY 2021–2022
 Designing for mobile speed and performance delivered to Microsoft keynote 06 JUNE 2017
 Designing for performance: Font Loading delivered as Mobify Webinar keynote 01 JUNE 2017
 HTML[500] learn-to-code event by Lighthouse Labs mentorship 11 MARCH 2017
 The Gender Gap: Diversity in Tech with Ladies Learning Code panel 26 APRIL 2016