

# 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