

Thomas Benoit

Montréal area, Canada

French / English

Portfolio: thomasbenoit.co

tom.benoit@gmail.com

Staff Product Designer / Lead

Product strategy · Complex products & systems · UX/UI design · Design Thinking · AI-assisted prototyping

From strategy to working prototype.

- 15+ years designing digital products and services in complex environments. I work from problem definition through detailed interaction design and validation.
- I help teams align on a shared goal and translate business and user needs into clear, documented requirements (prototypes).
- I am particularly effective at making complex workflows easy to understand and use.
- I use AI to streamline the design-to-code process, build prototypes, and increase productivity and quality.

EXPERTISE

- **UX strategy, UX research & product management** — Discovery, user interviews, usability testing, data analysis, business analysis, customer journeys, heuristic evaluation, prioritization and synthesis of user and business needs, requirements writing, Agile delivery.
- **Product design** — Content strategy, information architecture, UX and UI design, design systems, prototyping, validation and iteration, WCAG accessibility. Figma expert.
- **Leadership & facilitation** — Design team leadership, mentoring designers, Design Thinking workshops with multidisciplinary teams (remote via Miro), stakeholder alignment, close collaboration with business and IT teams.
- **AI integration** — Claude Code in the terminal and Figma MCP for prototyping, design-to-code workflows, documentation in Figma and UX research.
- **Complex, B2B & regulated products** — Multi-sided B2B platforms (Elevent, AppDirect), healthcare (Jean Coutu), security & background screening (Garda), financial services (Desjardins), telecommunications (TELUS, Vidéotron), public transit (STM), robotics & embedded technology (Kinova, Argon 18).
- **Tools & technology** — Figma, FigJam, Miro, Claude Code, HTML, CSS, JavaScript fundamentals, APIs.

EXPERIENCE

Senior UX / Staff Product Designer

2022 – 2026

Société de transport de Montréal (Montréal public transit authority)

- **Paratransit booking application** — Complete redesign of the booking app (11,000 trips per day), optimized for mobile and WCAG AAA accessibility. Delivered on time and on budget, then adopted by two other transit agencies.
UX design · Functional analysis · UI design · WCAG AAA accessibility · User testing · Agile
- **Bus and metro information tools** — Redesign of stm.info (2 million visits per month) and other information tools. Key information easier to find, and maintenance costs cut in half.
UX strategy · UX design · Functional analysis · UI design · User testing · Agile
- **Research & service design** — Facilitated Design Thinking workshops for several business units: opportunity identification, user journeys and projects prioritization.
UX research · Design Thinking · Workshop facilitation · Business analysis
- **Internal bus driver management tool** — Analysis and user testing with bus drivers. Stakeholders: union, garage managers, senior management. The findings informed senior management's decisions.
User testing · Change management · Data analysis · Recommendations to management

UX Lead

2018 – 2019

nventive — *Digital agency specializing in mobile applications.*

- Built the UX practice: service offering, methodologies, mentoring designers, best practices.
- Facilitated co-creation and product-definition workshops with clients.
- Designed mobile apps for the City of Ottawa, National Geographic Learning, Parkland, CAA...

Senior Product / UX Designer

2009 – Present

Independent consultant — product strategy and design, proposal writing, designer mentoring

B2B PLATFORMS, COMPLEX APPLICATIONS & CUSTOMER APPS

Elevent

B2B sponsorship management platform

User journeys and design of a B2B exchange platform, simplifying the experience in a complex environment.

Built interactive prototypes to test interactions and generate front-end code.

AppDirect

B2B marketplace platform (formerly Radialpoint)

B2B product · Ideation · Prototyping · User testing

Conceived a B2B marketplace, a project that contributed to AppDirect's decision to acquire the company.

Prototyped and tested an application to improve customer support agents' productivity.

Garda

Security & background-screening services

Business analysis · Complex workflows · Information architecture · Roles & permissions

Business process analysis and customer and internal-agent journeys, including role-based permissions.

Kinova Robotics technology company	Complex system · Product prioritization · Information architecture · Interaction & UI design Needs analysis and design of the companion app for a robotic arm used in assistive and industrial contexts.
City of Montréal Municipal government	Design systems · Accessibility · UX standards · Documentation Wrote the design system documentation and UX best practices.
Cirque du Soleil Live entertainment	Product discovery · Interaction design · Prototyping Analyzed the ticketing experience, facilitated a co-creation workshop to align stakeholders, and translated the chosen direction into interactive prototypes.
Jean Coutu Pharmacy chain (with Nurun)	Information architecture · UX design · Roles & permissions · Prototyping User journey and design of a health-record management application for senior residences, including role-based access for care staff.
TELUS Québec Telecommunications	Customer portal · UX leadership · Responsive design UX lead for the telusquebec.com redesign and the creation of the customer portal.
Desjardins Financial services cooperative	Product design · Information architecture · Interaction & UI design First version of the AccèsD budget tool. Interactive business-plan builder. Redesign of Disnat and new tools for insurance and wealth management.
Vidéotron Telecommunications (with Nurun)	Product design · Information architecture · Interaction & UI design Customer portal redesign and first version of the e-commerce site.
MEDIA, EDUCATION, INTRANET & E-COMMERCE	
Radio-Canada Public broadcaster	Created the Tou.tv mobile web app, delivered on time and praised by management.
Télé-Québec Public broadcaster	Redesigned the Télé-Québec and La Fabrique culturelle websites.
TVA Broadcaster	Designed about ten websites for TV shows and channels.
RDS Sports broadcaster	Responsive redesign of the Réseau des sports website.
Université de Montréal University	Develop communication concepts and layouts for the university website redesign.
Collège Maisonneuve Post-secondary educational institution	Information architecture · UX/UI design · Front-end implementation Designed the college intranet, including content analysis, information architecture, interface design and front-end implementation.

Akcelos.com

E-commerce store for social economy companies. In charge of design and front-end development.

MOBILE APPS & INNOVATION

Argon 18 / Notio

High-performance cycling technology

Embedded technology · Mobile product · Data visualization

Designed the companion mobile app for an aerodynamic sensor, simplifying setup and turning complex performance data into understandable, actionable information for cyclists.

GSoft

Canadian software company

Product discovery · User research · Opportunity definition

Conducted remote user research in the U.S. on meeting practices; identified user problems and business opportunities.

Facilitated ideation and decision workshops to select new product ideas.

EARLIER EXPERIENCE

UX Designer — SID LEE, advertising agency

2008 – 2009

Information Architect / Analyst — NURUN, web agency

2006 – 2008

Project Manager — Cultural & heritage non-profit, Ottawa

2003 – 2005

EDUCATION

M.Sc. Business Administration — Information Systems Management

EM Strasbourg Business School — Strasbourg, France · 2003

International Design Business Management (IDBM) — Digital Media

Helsinki School of Economics — Finland · 2001 – 2002

PSPO I — Professional Scrum Product Owner

2026

Lean UX & Agile — Nielsen Norman Group

2024

Design Strategy Certificate — IDEO

2023

Workshop facilitation training

2021