

Thomas Benoit
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Profile

UX/CX/UI designer and strategist for more than 15 years, I am passionate about solving problems and making products and systems more usable and enjoyable. I also design accurate and meaningful interfaces, which will delight the users of the digital product or service.

- Design process recommendations based on project context and goals (design thinking approach).
- User experience analysis and research (user profiles, competitive analysis, journey mapping, empathy maps, top tasks, use cases...) and customer service analysis (service design blueprinting).
- Facilitate UX workshops (product definition, journey mapping, design studio, community based design)
- User experience design (UX design): user flows, information architecture, high level wireframes, detailed wireframes.
- User interface design (UI design). Expertise in visual design, usability, responsive design (application or website), information design, communication and accessibility.
- Conduct user tests, in person or remote, realize prototypes with Axure, Invision, or HTML /CSS
- UX and UI Design softwares : Axure RP, Sketch, Figma, Invision, Zeplin, Overflow, Adobe Suite.
- Programming knowledge : Html 5, CSS 3, Responsive design, JavaScript, mobile technologies (iOS native UI guidelines, Xamarin and Nativescript UI patterns and concepts).
- Bilingual

Work Experiences

Senior UX/CX/UI Designer - Consultant

Nov. 2019 to date

Thinkmax - thinkmax.com

5 months, Mar. 2020 – July. 2020

- Analysis of e-commerce best practices, competitive benchmark analysis.
- User interface design of responsive e-commerce websites for United Health Care, ABB Optical and La Vie en Rose.

Notio - notio.ai

5 months, Nov. 2019 – Mar. 2020

- Facilitate UX workshops, optimize the CX experience, define the user journey and system flows
- User interface design of Notio mobile application.

Lead UX designer**nventive***18 months, Apr. 2018 – Sept. 2019*

Develop team best practices, facilitate workshop, plan user tests, create concepts and UX designs.

- Mobile application for the City of Ottawa. User tests in person and remote.
- Mobile application for National Geographic Learning platform (Cengage).
- Interactive screens for train stations in Barcelona (CSIT)
- Optimization of CAA Quebec website

Product Designer**Ugroupmedia***19 months, between Feb. 2017 – Jan. 2019*

- UX and UI design of PNP mobile app, leader in the field of customizable videos.
- Developed promotional and marketing concepts based on freemium model.
- UX and UI design of PNP responsive website and desktop applications

Senior UX/UI Designer - Consultant*2009 to 2017*Kinova - kinovarobotics.com*8 months, Nov. 2017 – June 2018*

- UX and UI design of a responsive application to set up and control Kinova robots.

Collège de Maisonneuve - cmaisonneuve.qc.ca*5 months, Oct. 2016 – Feb. 2017*

- Creation of an Intranet and documentation centre.
- Content analysis, information architecture, UX design, UI design and front-end development.

App Help - appdirect.com*7 months, Sept. 2015 – Mar. 2016*

- UI design of a desktop application for technical support agents in call centres.
- Created a prototype (Html, CSS, JS) and conducted user tests every month.
- Developed a concept for a B2B e-commerce platform (UX and UI design), which influenced the company's business orientations.

TELUS - telus.com*17 months, Apr. 2016 – Sept. 2017, Oct. 2014 – July 2015, August 2018*

- UX design of the new [Customer center](#) with account management tools. Responsive design.
- Optimized of the company website for the Television offering and Membership program.
- Updated and documented the design system, worked with a remote agile team.

Desjardins

Several contracts

- UX design for several tools of Desjardins Assurances (3 months, 2014)
- UX and UI design for a [Budget management tool](#). (3 months, 2013)
- UX and UI design for [Desjardins gift card generation tool](#) and an [Interactive business plan writer](#) (7 months, 2011, with Cri Agency)

Bell Solutions Web

12 months contract – 2012-2013

- Redesign of [RDS.ca](#) website and [Montréal Fine Arts Museum](#) website.
- Analysis of user services applications. Conduct user tests online.
- UI design of several sections of [MyBell](#).

Vidéotron (via Nurun) - videotron.com*20 months, between Aug. 2009 - July 2011*

- UI and UX design of Android applications (Canoë news app and Vidéotron email client)
- Creation of [illicoWeb.tv](#), online TV platform
- Analysis and redesign of Videotron Customer Center (videotron.com/client/Espace-client)
- Concept development and interface design of 3G+ mobile section on videotron.com/mobile

Other mandates

2009 - 2015

- **News and média:** Télé-Québec (3 months), TVA (several mandates in 2011 and 2012), Radio Canada for [tou.tv](#), RDS (information architecture and responsive design).
- **E-commerce and product websites:** Optimization of ticket purchase flow for Cirque du Soleil, E-commerce platform for Commerce Solidaire (6 months), UX design for [Rotalec](#) web shop, CAA Québec, Réno-Dépot, IGA, FCA Canada (via web agencies).
- **Video games:** [Behaviour](#), UX flow analysis, interactions design of Pro Feel Golf game (3 months)
- **Applications:** Jean-Coutu, system for clients' health records (3 months, via Nurun), Garda Security pre-employment platform (3 months).

UX Designer

SID LEE

01-2008 to 07-2009

- Redesign of [Cirquedusoleil.com](#) (internationalization, shows and products, corporate section).
- Redesign of [AMT.qc.ca](#) : info architecture, UI design and visual design supervision.

Information Architect

NURUN Inc.

04-2006 to 01-2008

- Analysis and concept phase of the new Videotron.com, e-commerce research and concept.
- UX design for several parts of the previous Web sites for Videotron and Videotron business
- Survey, content analysis and info architecture for Quebecor World's Web site (now Quad Graphics)

Project manager

ROPFO - Ottawa, ON

11-2003 to 09-2005

Non-profit organization in the domain of culture and heritage

- Manage budgets and plans for several projects in the field of education, manage a team of interns, present activities and financial planning to the Board of Directors
- Functional analysis and info architecture for several eLearning resources.

Education

Master in Business Administration

With minors in IT Management and Digital Media

2003

IECS - The Strasbourg Graduate School of Management - Strasbourg, France

International Design Business Management program (09-2001 to 05-2002)

Digital media track of the Information Technology Program (05-2002 à 08-2002)

Helsinki School of Economics – Finland

Courses in the B.F.A., Major in Computation Arts

Not completed, part time

Concordia University, Montréal

Other

UPA 1 week seminar (Usability Professionals' Association), Austin (TX) (May 2008)