Seasoned crafter of seamless experiences.

UX designer with over 20 years of experience, I have developed a unique expertise in transforming complex challenges into simple, effective, and memorable user experiences. From my beginnings in web design to leading large-scale UX projects for global companies like Goto and OVHCloud, I have worked with teams to create solutions that combine innovation, functionality, and impact. Passionate about thoughtful design and collaborative work, I thrive on ambitious projects where strategy, design, and technology intersect.

Proficient in design systems, AI tools, and collaborative processes, I combine strategic vision with rigorous execution to deliver results that truly meet user needs.

Experience

Staff UX Designer
Goto (*previously Logmein*) – Feb 2019 - Jan 2025 (6 years)

As a UX designer at Goto, I led the UX design of strategic projects, helping simplify communication tools, unify platforms, and optimize workflows for users. I collaborated with interdisciplinary teams (product, development, UX research, UX content writing) to deliver concrete solutions tailored to user needs.

- Led the complete redesign of GoToConnect Softphone, delivering version 2.0: a standalone widget integrating advanced features, offering better performance and an easier onboarding process.
- Developed AI-powered tools, such as the GoToConnect AI Receptionist, transforming contact center operations and significantly reducing wait times.
- Enhanced the company's design system with unified typography, accessible color palettes, and adaptable components, reducing technical debt while improving user experience.
- Spearheaded major product transformations, integrating new features seamlessly to meet evolving user expectations.
- Designed wireframes, prototypes, and detailed mockups to effectively articulate and test design concepts.
- Mentored junior designers, conducted user testing, and refined designs based on stakeholder feedback.

Graphic and Web Design Lead
Squeeze Studio Animation – July 2018 - Feb 2019 (8 months)

Led the UX design of an internal project planning tool to improve production team organization. Created several promotional "one-pager" websites for films and TV series, focusing on immersive, narrative-driven designs.



Félix Lapointe

UX Designer, Product Designer
Quebec City, QC, Canada

felix.lapointe@gmail.com | 1 418-529-9500

Check out my portfolio at
felixlapointe.com/work

Languages

French: Native language
English: Professional proficiency

Compétences

Conception UX

Wireframing · Information architecture · User testing · Prototyping · User-centered design · Design documentation · CSS and HTML · Product design · Problem solving · SaaS design · Accessibility standards · Native app design · Cross-disciplinary collaboration · Mobile and desktop · User interviews

UI design and graphic design

Interface design · Graphic design · Interface and experience simulations · Icon and visual design · Branding and identity · Micro animations · Design system creation and maintenance · Motion design · Video editing

Tools

Figma · Adobe Creative Suite · Microsoft and Google Suites · Miro · Generative AI tools · Some 3D with Blender · ...and many more !

Senior UX Designer & CX Lead
OVHCloud (*previously OVH*) – Dec 2015 - July 2018 (2 y. 8 mo.)

At OVHCloud, I designed digital experiences tailored to diverse audiences, from cloud technology novices to experts. My work focused on improving ergonomics, optimizing user journeys, and clarifying information architecture.

- Enhanced web and application interface ergonomics, simplifying complex processes like ordering and provisioning cloud services.
- Developed complete visual identities, including logos, icons, illustrations, and graphic guidelines, to ensure brand consistency.
- Led collaborative project management efforts to align teams and deliver tailored solutions.
- Presented design concepts to stakeholders with clear analyses and strategic recommendations.

Senior Web Designer
iXmédia (*now IX*) – Oct. 2009 - Nov. 2015 (6 years)

As a senior web designer, I supported clients in creating custom digital experiences. I designed detailed mockups and prototypes, collaborated with account managers to define project scope, and supervised integration to ensure visual and technical consistency in deliverables.

Founder, partner in a web and print design agency, graphic designer, trainer
Studiométrique – Jan 2003 - Jan 2010 (7 ans)

As founder and partner of Studiométrique, a multidisciplinary studio based in Quebec, I led web and print design projects. I handled art direction, collaborated with clients to refine mockups, and coordinated with team members to ensure seamless execution. My role also included client relationship management, business development, coordination with suppliers, and administrative oversight.

See more previous experiences on LinkedIn.
https://www.linkedin.com/in/felix-lapointe/

Formation

Université Concordia, Montréal
Bacc. Fine Arts, Major in Film Animation
1999-2003

Cégep de Sainte-Foy, Québec
DEC, Graphic Design
1996-1999

Recent projects at Goto

- **Softphone 2.0 redesign:** Designed a modular and integrable version of the GoToConnect softphone, optimizing workflows and usability.
- **AI-powered contact center tools:** Created AI-based solutions like the GoToConnect AI Receptionist to streamline workflows and enhance customer satisfaction.
- **Unified meeting experience:** Integrated GoToMeeting, GoToConnect, and GoToWebinar into a cohesive, scalable platform with a seamless user experience.
- **Information architecture redesign:** Reorganized GoToConnect's navigation and information architecture, creating a hybrid system to simplify workflows and reduce clutter.
- **Platform transformation:** Evolved GoTo from a telephony tool into an integrated platform with meetings, messaging, and contact center features.
- **Design system:** Developed and launched the GoTo design system, unifying fragmented interfaces with scalable components and consistent standards.

Previous projects

- **UX design at OVHcloud:** Designed web and app interface ergonomics, cohesive visual identities, and functional prototypes. Led projects to improve user experience on cloud and server solutions.
- **UX design at Squeeze:** Crafted the UX for a mandate evaluation and project management platform.
- **Web design at iXmédia:** Delivered UX, UI, and graphic design for ambitious projects for clients like the Musée National des Beaux-Arts du Québec, Les Libraires.ca, the Québec Ministry of Natural Resources, and more.
- **Graphic and web design at Studiométrique:** Completed over 450 print and web projects for clients such as Québec City's Tourism Office, the Institut national de santé publique du Québec, Théâtre du Trident, Groupe SID, and more.