Francis Benoit

RGD and SDGQ member.

5587A, 1re Avenue, Montréal (QC) H1Y 2Z9

T +1 581 990-1466 **W** francisbenoit.ca

Studies

Master of Design (MDes) York University, Toronto	2015 — 2017
Bachelor in Fine Arts in Graphic Design (BFA) Laval University, Quebec City	2012 — 2015

Relevant experiences

Designer   May 2017 — présent
Nurun (Montreal)
Design, conceptualization and realisation of digital projects.

Course Director   Sept. 2017 — Dec. 2017
Université du Québec en Outaouais (Gatineau)
DEG-1173 Design d'interface et d'ergonomie [Interface design and User experience].

Course Instructor   Sept. 2016 — April 2017
York University (Toronto)
DESN-1010 Introduction to Design: Practice and Appreciation.

Designer   July — Sept. 2015
Rap. (Montreal)
Research, conceptualization and realisation of branding projects.

Freelance Graphic Designer   2014 — present
Quatre par Quatre Studio (Montreal)
Balistique Studio (Montreal)
Catherine Nadon (University of Ottawa)

Research, concetualization, realisation and client meetings
of various cultural projects.

Intern Graphic Designer   May — August 2014
Criterium (Quebec City)
Participation on all phases of projects and meetings.

Talks and publications

Live Coding and Design Decisions November 2016
York University, Toronto. Guest speaker for Interactivity 1 course.

The Web Browser as a Tool: an Alternative Approach to Web Design [Upcoming] April 2017
Web à Québec, Québec City, Québec

Future of Design Education and Research [Upcoming] October 2017
World Design Summit, Montréal, Québec

Activities and social engagements

Volunteer and runner, East Laurier Running Club June 2017 — present
Involvement in events organization, redesign of the website and nurture team
and family spirit in the Club.

Member of the Graphic Design Student Association Sept 2014 — May 2015
Chair of communications and publications.

Co-chair of the graduating showcase exhibition, Prototype Sept 2014 — May 2015
Implications in all comitees and representing the students.

Member of Laval University Design Council January — May 2015
Selection of the best students to participate to special interships.

Skill set

Adobe CC Suite, Sketch, Abstract
Prototyping (Flinto, Origami, Invision, Etc.)
HTML, CSS, Java, creative coding, and CMS
Strategic copywriting
User experience and user story
Bookbinding and paste-up
Digital and traditional printmaking
Bilingual in French and English
Professional notions in German, Dutch, and Spanish
Photography

Research interests

Design criticism
Prototyping and creative process
User research
Exploratory methodologies
Design education
Printed matter and digital hybridity
Experimental tools
Curatorial Practice

Francis Benoit

RGD and SDGQ member.

5587A, 1re Avenue, Montreal (QC) H1Y 2Z9

T   +1 581 990-1466   **W**   francisbenoit.ca

Studies

Master of Design (MDes)   2015 — 2017
York University, Toronto

This is a two-year full time program for students looking to challenge the conventions of their graphic design experience. This program accepts talented, highly motivated applicants who are interested in a challenging, experimental and intellectually rigorous approach to the practice of graphic design.

The MDes program immerses students in an intense environment where they develop their individual and creative potential. The two-year experience begins with coursework, and culminates in a thesis project that reflects each student's personal direction for design practice.

Bachelor in Fine Arts in Graphic Design (BFA)   2012 — 2015
Laval University, Quebec City

The objective of this program is to develop designers that will be able to conceive clear, efficient and innovative visual communications products in response to the needs of a given company or organization. Students develop expertise in digital, in brand strategy (branding), as well as in editorial design and print.

Relevant experiences

Designer May 2017 — présent
Nurun (Montreal)

Nurun is a digital agency that develops products and plateforms for large-scale clients.

My role was to:
Develop concepts;
Collaborate with UX designers, strategists and developers;
Iterate and develop mock-ups and prototypes;
Participate in the development of Nurun's creative process;
Understand client needs and translate them into functionalities.

Course Director Sept. 2017 — dec. 2017
Université du Québec en Outaouais (Gatineau)
DEG-1173 Design d'interface et d'ergonomie [Interface design and user experience]

This workshop-based course focuses on the design of environments and interactive designs: history of interface design, study of user experience and humain motricity, Human-coputer interaction, product design, data-driven design. Initiation to mechanical and electronic tools as well as digital ones.

Course Instructor Sept. 2016 — present
York University (Toronto)
DESN-1010 Introduction to Design: Practice and Appreciation.

This course offers a learning environment for students who are interested in visual communication design,but who do not want to major in the field of design. To provide basic general knowledge of the practices of design to students who are majoring in other disciplines. It equips students with a fundamental appreciation of the practices and profession of design, as preparation to understanding communication design and its values in our culture, economy, and society. This course facilitates the application of students' skills and creativity, towards an understanding of visual communications.

Designer July — Sept. 2015
Rap. (Montreal)

Rap. is an interdisciplinary agency committed to contemporary, innovative approaches to design.

We help shape our client's vision in developing iterative, multifaceted design strategies that are relevant to both the specifics of a project and to our client's life, entity, or overall identity.
Would it be through brand strategy, experience, and/or identity; we see every project as an occasion to improve and innovate – conceiving of specific design solutions in their larger (professional, cultural, economical, and social) contexts.

My role was to:
Lead projects;
Develop concepts;
Understand fully the needs of the clients;
Research, sketch and realize visuals;
Participate in meetings, critics and student visits.

Freelance Graphic Designer   2014 — present
Quatre par Quatre Studio (Montreal)
Balistique Studio (Montreal)
Catherine Nadon (University of Ottawa)

Research, concetualization, realisation and client meetings
of various cultural projects.

Intern Graphic Designer   May — August 2014
Criterium (Quebec City)

Criterium is a design bureau with a practice based on typography and creativity.

As an intern, my role was to:
Participate in developing concepts;
Research, sketch and realize visuals;
Attend critics and learn.

Talks and publications

Live Coding and Design Decisions   November 2016
York University, Toronto. Guest speaker for Interactivity 1 course.

This presentation highlights the history, the practice and methods of live coding and how students can use it in their project as a process of their own.

The Web Browser as a Tool: an Alternative Approach to Web Design   April 2017
Web à Québec, Québec City, Québec

This presentation exposes an alternative method that considers the web browser as a tool for graphic designers and its impact on the practice. Through exploratory projects, this presentation will show that the web browser can offer an aesthetic and a powerful way to assess visual creation on the web.

The Web Browser as a Tool: A Programmatic Approach to Graphic Design on the Web   Mai 2017
Masters thesis, Toronto (ON)

In recent years, the web browser's rendering capabilities have grown considerably, allowing graphic designers to envision new possibilities regarding creation on the web. However, it remains a window through which design is seen rather than being used as a tool. This thesis seeks to develop a programmatic method that questions the original role of display of the web browser and redefines it by investigating its alternative role as a tool in the graphic design process. Through exploratory work, this research demonstrates that the web browser can be a fertile space for visual experimentation. This thesis demonstrate that graphic designers can benefit from a more pragmatic and logical approach to creation and invites them to adopt a process similar to the one of a programmer through the use of the web browser as a tool.

Future of Design Education and Research   October 2017
World Design Summit, Montréal, Québec

This proposal seeks to answer the question: «How design research can (re)gain a greater space in society?» Do designers shall be the next «creative working class» of our society, or will they play a much more significant role in the future? This proposal's goal is to look at design education today and how does it serve the market while being at the vanguard of research, and its effect on society.

Activities and social engagements

Volunteer and runner, East Laurier Running Club　　　　　　　　　June 2017 — present
Involvement in events organization, redesign of the website and nurture team
and family spirit in the Club.

Member of the Graphic Design Student Association　　　　　　　　Sept 2014 — May 2015
Chair of communications and publications.

My role was to re-start the program's publications, organize the communicational
strategy for the different events and communications between the Association and the
Faculty and administration.

Co-chair of the graduating showcase exhibition, Prototype　　　　Sept 2014 — May 2015
Co-chair for branding, experience and showcase.

My role was to direct different team of student to create the brand and experience of the
graduate showcase. I also had to attend meeting with the other co-chair to decide the
direction of the showcase.

Member of Laval University Design Council　　　　　　　　　　　January — May 2015
Selection of the best students to participate to special interships.

My role was to give input to special project in collaboration with creative bureau
in Quebec City, while learning about the workflow in business.

Skill set

Adobe CC Suite, Sketch, Abstract
Prototyping (Flinto, Origami, Invision, Etc.)
HTML, CSS, Java, creative coding, and CMS
Strategic copywriting
User experience and user story
Bookbinding and paste-up
Digital and traditional printmaking
Bilingual in French and English
Professional notions in German, Dutch, and Spanish
Photography

Research interests

Design criticism
Prototyping and creative process
User research
Exploratory methodologies
Design education
Printed matter and digital hybridity
Experimental tools
Curatorial Practice