Julien Lapensée

Graphic & Digital Designer

LOCATION	PHONE	EMAIL	WEBSITE
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01 SUMMARY

Bilingual designer with 5+ years across UX/UI, e-learning, and graphic design, creating accessible, user-centred experiences for government and corporate audiences. Skilled at turning complex information into clear interfaces, training content, and visual systems, with expertise in Figma, WCAG 2.1 AA, and Articulate 360. Holds Reliability Status clearance.

02 WORK HISTORY

04/2025 — Present

UI/UX Designer

DEPARTMENT OF NATIONAL DEFENCE (OXARO INC)

- Led end-to-end UI/UX design for the Canadian Beacon Registry administrative interface, owning the design of **80+ screens** from initial wireframes to high-fidelity Figma prototypes.
- Developed **32 reusable interface components** aligned with the Government of Canada (GC) Design System, ensuring visual consistency across civilian and military-facing applications.
- Conducted accessibility audits and remediated **60+ issues** to meet WCAG 2.1 AA standards, improving usability and equitable access for all users.
- Engineered bilingual components that handle English and French text without layout breaks.
- Gathered feedback through interviews, surveys, and A/B testing, converting findings into **28+ prioritized user stories**.
- Collaborated with developers and cross-functional stakeholders to prioritize requirements, validate design solutions, and implement user-centered interface enhancements.

03/2025 — 02/2026

Marketing Coordinator

PREMIER PARKS LLC

- Managed social media calendars and campaigns using Hootsuite, increasing audience engagement by **22%**, to strengthen brand awareness and maintain a consistent online presence.
- Coordinated corporate events and developed promotional materials, including signage, ensuring alignment with established brand guidelines.
- Coordinated marketing requests, maintained website content, and prepared performance reports to monitor campaign effectiveness and support data-driven decision-making.

11/2024 — 03/2025

Graphic Designer Specialist

DEPARTMENT OF NATIONAL DEFENCE (MAXSYS)

- Developed high-precision graphic assets to support test and evaluation initiatives, technical documentation, and accident investigations.
- Collaborated with multidisciplinary teams to deliver cohesive visual products integrating graphic design, photography, and videography.
- Executed advanced post-production for still imagery and video, creating complex photomontages and custom graphic elements.
- Modernized and standardized visual communications to strengthen unit branding, ensure consistency, and enhance organizational identity.

02 WORK HISTORY, CONTINUED

02/2023 — 09/2024

Graphic Web Designer

INDUSTRIAL ALLIANCE

- Led the creative development of print and digital assets, including banners, brochures, marketing materials, and promotional graphics.
- Presented design concepts to stakeholders, incorporated feedback, and delivered brand-aligned creative assets across print and digital channels.
- Delivered high-quality, production-ready designs optimized for print and digital platforms while meeting project deadlines, budget requirements, and quality standards.

03/2022 — 02/2023

E-Learning Designer

INDUSTRIAL ALLIANCE

- Produced and edited engaging video-based training content using Camtasia and PowerPoint to support effective knowledge transfer and learner engagement.
- Crafted intuitive interfaces for e-learning modules, lifting learner satisfaction by **15%**.
- Standardized and quality-checked digital learning materials to ensure consistency, accuracy, and professional presentation while contributing to continuous training program improvements.
- Administered training operations in Workday and the LMS, assigning employees to courses, tracking completion and assessment results, and maintaining and organizing the company's course catalogue.

05/2021 — 05/2022

E-Learning Developer

PUBLIC SERVICE OF CANADA

- Designed and developed interactive computer-based training modules and instructional products in a fast-paced production environment, translating storyboards into engaging, learner-focused experiences.
- Developed measurable, performance-based assessments aligned with learning objectives to evaluate learner comprehension and knowledge retention.
- Managed the end-to-end development and delivery of e-learning modules across diverse subject areas, ensuring instructional quality, consistency, and timely completion.

03 EDUCATION

04/2018 — 04/2021

Graphic Design Graduate

LA CITÉ COLLÉGIALE

04 TECHNICAL SKILLS

DESIGN & MEDIA	Figma, Adobe CC, Sketch, Camtasia, Articulate 360
WEB & MARKETING	HTML/CSS, WordPress, Hootsuite, SEO, Google Analytics
ADMIN	Microsoft Office Suite, Notion, Miro, Jira, LMS
UX	User Research, Usability Testing, Prototyping, Design Systems, WCAG

05 STRENGTHS

- User-Centric Thinking
- Strategic Planning
- Time Management
- Rapid Learning
- Bilingual (French/English)

PORTFOLIO AND REFERENCES AVAILABLE UPON REQUEST