

Julien Vilers

Product and Experience Design Leader

I build and grow design teams to create impactful products that people love to use.

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EXPERIENCE

BEST BUY CANADA — Vancouver, BC, Canada

Best Buy is one of the largest consumer electronics retailer in North America. I am responsible for leading the design of digital solutions that power the e-commerce platform for [BestBuy.ca](#), the flagship online store at Best Buy Canada. I'm managing a team of designers and writers across 6 product teams, and collaborate closely with the group leaders to drive key design decisions that will shape the e-commerce experience.

Experience Design Lead — June 2024 - Present

- Driving design strategy for Best Buy Canada eCommerce ecosystem
- Managing, mentoring, and coaching 7 individual contributors
- Aligning design effort with business goals
- Facilitating design communication between designers, leaders and stakeholders
- Insuring cross-functional alignment on design effort between six product teams
- Supporting Design Ops to improve design culture and best practices

ARTICLE — Vancouver, BC, Canada

Article is a direct to consumers business that sells furniture online. Reporting to the VP of Technology, I have grown, built, and led the design team from 2017 to 2024. We've created, maintained and improved a large panel of proprietary software and SaaS to operate the business (supply chain management, warehouse management, tracking and delivery management, custom eCommerce CMS, and Article's own delivery services).

Sr. Experience Design Manager — Jul 2022 - Mar 2024

Experience Design Manager — Mar 2021 - Jun 2022

Staff UX Designer — Feb 2019 - Mar 2021

Senior UX Designer — Jan 2017 - Feb 2019

- Ensuring design is delivered successfully within deadlines and budgets.
- Growing the team to from 0 to 9 individual contributors
- Directing design through feedback and coaching with designers and product managers
- Building design culture and best practices to drive innovation.
- Starting a global company-wide design system with its development framework counterpart.

BACKBASE — Amsterdam, The Netherlands

Backbase is a banking and financial services platform. I designed and helped implement all aspects of the Backbase solutions with a diverse range of clients (mostly in finance, but also manufacturing and technology).

Senior UX Consultant — Jan 2016 - Jul 2016

UX Consultant — Jul 2013 - Dec 2015

- Leading workshops and design sessions with customers and products teams
- Creating storyboards, wireframes, prototypes, and UX/UI specifications
- Leading design for iOS and Android mobile banking

EBUDDY — Amsterdam, The Netherlands

Interaction Designer - 2011-2013

Research, prototyping, usability testing, and specifications for real time messaging applications on native mobile app (iOS, Android), web and desktop. Led the design for Windows Phone 7 and 8 applications.

SIEMENS CORPORATE RESEARCH — Princeton, NJ, USA

Interaction Designer - 2011

Research and development of interfaces to operate healthcare devices, including prototyping and testing.

TCL (The Creative Life) — Paris, France

Interaction Designer - 2010

Designed and developed a "social intranet" for collaborative remote work between teams in China and France.

SKILLS

Design Management
UX Strategy
Product Design
UX/UI
Design Thinking
Design Ops
Design Systems
Agile/Scrum/Kanban

TOOLS

Figma
Maze
Lookback
UserTesting
Jira
Confluence
HTML/CSS/JS

EDUCATION

MA Interaction Design
L'Ecole de Design Nantes Atlantique, Nantes, France
2010

MSc Virtual Reality
Engineering & Innovation
Arts et Métiers ParisTech,
Laval, France
2010