

Benjamin Gluch

UX & Multidisciplinary Designer

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Multidisciplinary designer blending graphic, digital, and UX-informed design to create visuals that support organizational goals and strengthen audience connection. I began designing posters and social media content for community events, which grew into freelance and in-house roles spanning print, digital, and web over the past five years.

Skilled in Adobe Creative Suite, Figma, CMS tools, and social media strategy, I focus on user-centered content and accessible design. Known for adapting quickly, collaborating across teams, and translating complex needs into clear, engaging solutions that connect people with ideas and purpose.

Experience

Graphic Designer & Marketing Assistant, Mosaïque Surface/Surfaces & Co.

April 2019 - Present

- Develop bilingual marketing and communications materials such as social media posts, brochures, newsletters, website copy, and promotional flyers across print, web, and digital channels. These efforts support product launches, strengthen brand identity, and have contributed to over 40% growth in social media audience.
- Created bilingual copy and visuals for websites, newsletters, and product brochures, ensuring clarity and alignment with brand goals.
- Design visually cohesive assets including digital/print ads, flyers, and email campaigns that have contributed to a 15% increase in email open rates, a 5% increase in quarterly sales, and improved product visibility.
- Conduct competitive analysis and industry research to inform brand positioning, refine content strategy, and optimize engagement across platforms.
- Collaborated cross-functionally with design, marketing, and sales teams to align messaging and improve user-facing collateral.
- Led the development of a unified brand design system to ensure consistency across marketing and communications channels.

Graphic & UX Designer, Freelance

2018 - Present

- Collaborate with stakeholders to define project goals and translate them into clear visual and communication strategies.
- Apply design thinking to identify user needs and inform layout, navigation, and content structure for websites and digital assets.
- Design branded marketing materials (social media campaigns, flyers, event collateral) to boost engagement and strengthen brand presence.
- Maintain cohesive visual identity systems, ensuring scalability and consistency across platforms and campaigns.

Member Experience & Engagement Representative, GoodLife Fitness

February 2025 - Present

- Deliver on-brand, high-touch customer experiences by responding to member inquiries with clarity, empathy, and professionalism.
- Guided new members through service offerings and booking systems, addressing pain points and improving onboarding experiences.
- Support membership growth by tailoring value-based messaging to prospective members, aligning offers with their needs and goals.
- Contribute to local marketing initiatives by helping create promotional materials, conducting competitor research, and supporting in-club campaigns.

Digital Content Developer, Toronto Centre of Learning & Development

October 2023 - December 2024

- Produced and maintained accessible digital content for program promotion and internal communications, ensuring clarity for participants whose first language is not English.
- Led content development for a website redesign informed by UX research insights, addressing navigation and information gaps that accounted for 35% of user pain points in inquiries and support requests.
- Conducted usability testing with staff and participants to validate design decisions and iterate on improvements.
- Developed and scheduled engaging digital posts that boosted social media engagement by 45% through community-focused messaging and event promotion.
- Updated program/event information on the CMS, reducing repetitive inquiries by 35% and streamlining internal workflows.
- Supported community events through digital promotion and social media campaigns, boosting online engagement by 45%.

Skills

Design & UX: UX/UI Design, Prototyping & Wireframing, Interaction Design, Design Systems, Typography, Web Accessibility (WCAG), Information Architecture, Graphic Design

Research & Content: User Research, Usability Testing, Journey Mapping, User Flows, Persona Development, Copywriting & Translating (English/French), Creative Content Design

Tools & Platforms: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, Webflow, InVision, Canva, Mailchimp, CMS, Google Workspace, MS Office

Languages: English & French

Education

User Experience Design, BrainStation Jan 2022 - April 2022, Toronto, CA

Graphic Design, Rosemount Technology Center 2017 - 2019, Montreal, CA

Arts, Literature and Communication, Collège Rosemont 2014 - 2016, Montreal, CA