

# Jean-Philippe (JP) Lafortune

## PRINCIPAL PRODUCT DESIGNER

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**I design AI-powered products that help people make better decisions in complex systems.**

## POSITIONING

- Builder, entrepreneur, and designer with 20+ years in UX.
- I repeatedly join teams early to turn ambiguity into usable, trusted software through user research and metrics, product judgment, empathy, and service design thinking.
- Hands-on AI-augmented design process, from research to ideation, to validation, to metrics tracking and support.

## SELECTED WORK EXPERIENCE

### Senior UI/UX Designer | [Stack Construction Technologies](#)

Nov 2022 - Dec 2025

Construction estimation SaaS • AI/LLM workflows • Design system • Led UX for complex pre-construction workflows including takeoff, estimation, revisions, and AI-assisted features.

- Initiated user research practices and led a five-year experience vision to align Product, Engineering, and leadership.

### Product Designer / DesignOps | [Element AI / ServiceNow](#)

Jan 2017 - Jul 2019

First UX hire • Employee #17 • Enterprise AI products

- Worked with AI researchers and engineers to translate ML concepts into products people could understand and trust.
- Hired and mentored the first six designers; helped scale design practice through process, tooling, and design systems.

### Senior Product Designer | [RenoRun](#)

Nov 2021 - Aug 2022

Startup operations • Logistics workflows • Internal tools

- Designed time-sensitive operations tools for planning, picking, loading, and shipment coordination.
- Balanced startup pace with usability, systems thinking, and cross-functional collaboration.

### Founder / Co-founder | [BackGRAF](#) • [InQbateur](#) • [Rues.com](#) • [Marché écolocal CSUR](#) • [UX Consultant](#)

1995 - 2016 (multiple organizations)

Technology ventures • Commerce • Community building

- Founded ventures in 3D R&D ; VFX Playback for Universal Picture movies, and community-based commerce.
- Design and build an acoustic simulator for Maya & 3D Max
- Created Rues.com, a map-based street-shopping concept years before Google Maps.

## CAREER SIGNALS

- 20+ years in complex system design
- 10 years with AI-powered products
- 10 years in real-time 3D
- 5+ years as a design lead
- 5+ years as a user research lead
- 5+ years as a service designer
- First UX hire at multiple companies
- Founder / co-founder of five organizations

## BUILDER AT HEART

- Employee #17 at Element AI
- Hired and mentored the first 6 designers; helped scale the design team to 25 with DesignOps
- Built a local buying group from 5 families into a 300+ member cooperative
- Worked across AI, logistics, healthcare, energy, mining and industrial operations

## CORE STRENGTHS

- Product judgment • Startup ambiguity
- Customer discovery • AI UX patterns
- Systems thinking • Design systems • Cross-functional collaboration • Workshop facilitation

## TOOLS

- Figma Pro • Adobe CS • Sketch • Mural • Miro • Maze • EnjoyHQ • Storybook • Pendo • Hotjar • Cursor • Lovable • Replit • Gemini • ChatGPT • Claude • Otter.ai... and much more

## ADDITIONAL WORK EXPERIENCE

### UI/UX Designer | **BRP (via Amaris)**

Mar 2026 - May 2026 • Vehicle diagnostics • Design system  
• Rebuilt a responsive design system with light/dark theming and contributed UX for AI-guided diagnostic workflows.

### UX Designer | **Power Factors / Ekhosoft**

Jan 2021 - Jun 2021 • Renewable energy IoT • Dashboard  
• First UX hire for PF Drive and Ekhosoft; designed energy monitoring and control and industrial optimization experiences.

### UX Strategist | **Omnimed**

2020 • Electronic Medical Record • Clinical workflows  
• First UX hire; led research, heuristic evaluation, design system implementation, and product strategy including rebranding.

### UX Consultant | **Tactio Health / CareSimple**

2019 • Remote patient monitoring • Telemedicine  
• Improved clinician dashboards and patient mobile experiences through research-led design.

### UX Designer | **Caterpillar**

2014 - 2016 • Autonomous drilling • Mining operations  
• Designed remote and semi-autonomous drill control experiences plus technician tablet applications.

### UX Designer / Researcher | **Yu Centrik**

2010 - 2011 • Usability lab • Research consulting  
• Conducted moderated research, usability testing, and design work for enterprise and consumer clients.

### 3D / Simulation Designer | **CAE • Bombardier • Adacel**

1994 - 2016 • Real-time 3D • Aerospace • Serious games  
• Spent 10+ years building simulators, aerospace interfaces, educational, immersive and interactive 3D environments.

## EDUCATION & TRAINING

- NOW - **ELVTR** - AI for UI/UX Designer
- 2026 - **Coursera** - Google AI Generalist
- 2023 - **NN/Group** - Service Blueprinting
- 2018 - **Cooper** - Goal Directed Design
- 2013 - **Percolab** - Art of Hosting
- 2011 - **EDC** - Dynamic Governance
- 2010 - **UdeM** - Cognitive Task Analysis
- 1994 - **Laval DEP** - Industrial Design

## WHY THIS FITS YOUR TEAM

- Built products and organizations from zero before
- Worked with AI teams before generative AI became mainstream
- Comfortable with ambiguity, speed, and rapid product change
- Can design, prototype, and collaborate directly with customers and founders
- Open to relocation for the right opportunity

## SELECTED SHIPPED PRODUCTS

Guided Diagnostic • Chat with Plans • Mur.AI • PF Drive • Ekhosoft • Omnimed EMR • CareSimple RPM • CAT Command for Drill • Adacel MaxSim • Fulfilment Brain • Mobile Pick Tracker • Loading Dashboard • Shipment Planning

## ATS KEYWORDS

Product strategy • User research • JTBD • Information architecture • Wireframes • Prototypes • Interaction design • Visual design • Usability testing • Component libraries • Design specs • Design QA • Service design

## LANGUAGES

- French native
- English fluent
- Spanish beginner

## INTERESTS

Psychology • Group facilitation • Living ecosystems • Wellbeing • Sustainability • Permaculture • Collective intelligence