

Gabrielle Smer

Product Designer

✉ gabriellesmer@gmail.com ☎ +33617079096

in /gabrielle-smer 🔗 gabriellesmer.pro 📍 Barcelona

👤 PROFILE

With over a decade of international experience and a background in Teaching and Marketing, I bring a unique perspective to **UX Design**. I honed my skills in user-centered design through a UX bootcamp at IronHack in Barcelona, and developed a strong foundation in front-end development at Le Wagon's Tokyo bootcamp. This combination enables me to seamlessly **bridge design and implementation**. Passionate about creating impactful digital solutions, I thrive in diverse, fast-paced environments

💡 SKILLS

UI/UX Design: UX Research, Design Thinking, Wireframing, UI Design (Figma), Usability and Desirability Testing, Design implementation

Web Development: HTML, CSS, GitHub, VS Code

Online Marketing: Project Management, Community Management, Content Creation/Curation

💬 LANGUAGES

French — Native

English — Native Level

Spanish — Full Working Proficiency

Japanese — Conversational Proficiency

🏆 CERTIFICATIONS

UX Design Bootcamp, IronHack

Dec 2024 | Barcelona, Spain

Comprehensive UX process experience, spanning UX research to UI design, developed through collaborative team projects

Web Development Bootcamp, Le Wagon

Oct 2023 | Tokyo, Japan

HTML, CSS, JavaScript, Ruby on Rails, Bootstrap, and GitHub through daily challenges and team projects

🔧 UX PROJECTS

Manos Libres

A mobile app that combines CRM functionality with tools for food entrepreneurs to create custom online shops, manage orders, and grow their business

Ba(r)lance

A wellness app designed to address the primary, research-based challenge of helping users reduce their alcohol consumption

ISI BCN

A comprehensive revamp of an existing website, integrating stakeholder insights and addressing users' key pain points

[More here](#) ↗

📁 PROFESSIONAL EXPERIENCE

English Teacher, Multiple employers

2016 – 2023 | Tokyo, Sydney, Gold Coast

My excitement for traveling and embracing new challenges led me to teach English in 3 different countries. Over 7 years of teaching all ages and levels, I significantly strengthened my adaptability and communication skills. I am always open to new environments and roles

Web Marketing Account Manager, Semply Digital

2014 – 2015 | Marseille, France

- Created content, managed communities on social platforms and increased engagement
- Monitored campaigns and enhanced products' visibility
- Developed and maintained client relationships

🎓 EDUCATION

Master's Degree in Public Marketing, Université Aix-Marseille

Jun 2013 | Aix-en-Provence, France

Quantitative/qualitative market analysis | Multi-channel communications | Campaign strategy

Bachelor's Degree in English, Université Aix-Marseille

Jun 2011 | Aix-en-Provence, France

Literature and History | Linguistics | Teaching Methods

🌐 INTERNATIONAL EXPERIENCE

I have lived in 5 different countries and developed adaptability skills and independence through my experiences. New challenges inspire me and I'm looking forward to my next adventure!