Gabrielle Smer — Product Designer

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SUMMARY

Over a decade of international experience across five countries has shaped my adaptability, independence, and problem-solving skills. With a background in Teaching and Marketing, I transitioned into UX Design through a UX bootcamp at IronHack in Barcelona and developed a solid foundation in front-end development at Le Wagon in Tokyo. This combination allows me to effectively bridge design and implementation while creating meaningful digital solutions

EXPERIENCE

English Teacher, Multiple employers

2016 – 2024 | Tokyo, Sydney, Gold Coast

- Designed and delivered engaging lessons tailored to mixed-nationality students across levels
- Facilitated skill-building through real-life applications and interactive activities
- Conducted needs assessments, provided constructive feedback, and prepared detailed progress reports
- Created a positive and inclusive learning environment, offering observation and guidance to support students' academic and personal growth.

Web Marketing Account Manager, Semply Digital

2014 – 2015 | Marseille, France

- Increased engagement by creating tailored content and managing online communities across social platforms
- Enhanced brand visibility by developing and executing effective digital strategies, monitoring campaigns, and optimizing performance
- Strengthened client relationships through consistent communication and proactive support

UX PROJECTS

Manos Libres, UXR/UX/UI
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, UXR/UX/UI
A wellness app designed to address the primary, research-based challenge of helping users reduce their alcohol consumption

ISI BCN, UXR/UX/UI
A comprehensive revamp of an existing website, integrating stakeholder insights and addressing users' key pain points

More here ↗

SKILLS

Design Thinking, Figma, Wireframing, Usability testing, Design implementation, User Flow, Design Strategy, Project Management, User Research, Desirability Testing, Qualitative & Quantitative Analysis, Heuristic Analysis, Interaction Design, UX Writing, Story Telling, Agile Methodologies, Personas, Information Architecture, A/B Testing, User Journey Mapping, Business and Competitive Research, SME Interviews, Ideation, Feature Prioritization, Team Work, Illustrator, HTML, Bootstrap, CSS, Ruby On Rails, Curriculum Design, ESL Methodologies, Classroom Management, Content Creation and Curation, Community Management, Digital Strategy, Brand Strategy

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
Intensive Full-Stack course covering HTML, CSS, JavaScript and Ruby on Rails, with hands-on learning through daily coding challenges and collaborative team projects

EDUCATION

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

2013 | Aix-en-Provence, France

Master's Degree in Culture and Event Management, Université Aix-Marseille

2012 | Aix en Provence, France

Bachelor's Degree in English, Université Aix-Marseille

2010 | Aix-en-Provence, France

LANGUAGES

French — *Native*

English — *Native Level*

Spanish — *Full Working Proficiency*

Japanese — *Conversational Proficiency*