

◆ Gabrielle Smer ◆

Hybrid Product & UI/UX Designer

I design accessible digital experiences that balance user needs with business goals. With over a decade abroad, I bring a collaborative, adaptable mindset to cross-functional teams. My approach combines user-centered design, visual consistency, and front-end awareness to deliver solutions to real problems

UX Experience

Shunt - Since April 2025

- Led primary and secondary research, conducted user testing on the original app, and analyzed feedback to define a new product strategy aligned with the CEO's business objectives
- Redesigning the app's wireframes and visual identity to ensure a flexible, scalable experience that can be used across multiple cities
- Working closely with engineers to ensure collaborative implementation, alignment between design and development, and continuous optimization of the user experience

Manos Libres - December 2025

- Collaborated with my team to conduct in-depth market and user research for our client, identifying key needs and opportunities
- Designed a mobile app that integrates CRM functionality with tools for food entrepreneurs to create custom online shops, manage orders, and scale their businesses

Isi Bcn - November 2025

- Worked closely with my team to revamp an existing website by conducting stakeholder interviews and user research to identify key pain points
- Restructured the information architecture, improved usability, and enhanced the UI for a more seamless and engaging user experience
- Tested the prototype with 10 users to support design validation and refine usability

Other Experience

English Instructor, Multiple Employers

2016-2024 | Tokyo, Japan and Sydney, Gold Coast, Australia

- Delivered inclusive, targeted lessons across diverse cultures
- Facilitated 90%+ of students to moving to the next level

Web Marketing Account Manager, Semply Digital

2014-2015 | Marseille, France

- Increased social media growth and engagement by an average of 20%+ organically across multiple clients through tailored content
- Strengthened brand visibility with strategic digital campaigns, leading to an average 30%+ increase in website traffic

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Skills

UX: Design Thinking | Wireframing
Usability Testing | Prototyping
User Research & Strategy | UI
Design | Design System
Responsive Design

Stacks: Figma | HTML | CSS/SASS
Bootstrap | JavaScript | Illustrator
Notion | Google Workspace

Languages

French · Native

English · Native level

Spanish · Full Working Proficiency

Japanese · Conversational

Education & Certifications

UX Design Bootcamp

Dec 2024 | Iron Hack · Barcelona

Programming Bootcamp

Oct 2023 | Le Wagon · Tokyo

Masters · Public Marketing

2013 | Université Aix-Marseille

Masters · Arts & Cultural Management

2012 | Université Aix-Marseille

BA · English

2010 | Université Aix-Marseille