

Gabrielle Smer

Product Designer

I'm passionate about creating intuitive digital experiences that people love to use. With over a decade abroad, I've honed adaptability, curiosity, and attention to detail. Trained in UX at IronHack, I bring insights from teaching, marketing and coding to design user-centered solutions

Experience

English Instructor, Multiple Employers

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

Designed and delivered engaging lessons for diverse student groups, fostering inclusion through clear communication and empathy

Facilitated progress and confidence growth with interactive activities that helped 90%+ students advance to the next level

Web Marketing Account Manager, Simply 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

Selected UX Projects

Manos Libres

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

Ba(r)lance

Conducted primary and secondary research, including user interviews and surveys, to understand the challenges of reducing alcohol consumption

Designed a wellness app with an intuitive and visually engaging UI, incorporating features that help users track their drinking habits and make more mindful choices

Isi Bcn

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

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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
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