✦ Gabrielle Smer ✦ Hybrid Product & UX/UI Designer

I design accessible digital experiences that balance user needs with business goals. With a decade abroad, I bring fresh eyes to cross-functional teams. My approach combines user-centered design, visual consistency, and a strong attention to details – using tools like Figma and Agile workflows to deliver accessible solutions

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UX Experience

Product Designer | Shunt – Aix en Pce, FR · April – July 2025

Startup offering an outdoor escape game app for tourists and corporate team-building

- Led user research and testing to define a product strategy aligned with business goals
- Redesigned wireframes and visual identity for scalability across cities; delivering high-fidelity mockups
- Collaborated with engineers and the PM to ensure design intent and optimized UX through continuous testing

Product Designer | Manos Libres – Barcelona, SP · December 2024

B2B mobile app supporting food entrepreneurs

- Conducted user and market research, including 10+ interviews, to identify needs and guide product decisions
- Designed a dual-sided platform: CRM for business management and CMS for sales
- Prioritized features using MoSCoW analysis ; created clean user flows

UI/UX Designer | Isi Bcn – Barcelona, SP · November 2024

Revamp of an e-commerce site for a jewelry brand to improve KPIs

- Conducted stakeholder and user interviews, along with competitive analysis, to identify key issues
- Restructured information architecture, accessibility, and user flows
- Validated and refined design through usability testing with 10 users

Other Work Experience

English Instructor | Multiple Employers – AUS & JP · 2016–24

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

Marketing Account Manager | Semply Digital – Marseille, FR · 2014–15

- 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

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