



# GWENAËLLE BERNARD

Freelance UI/UX Designer

## PROFESSIONAL EXPERIENCE

### Freelance Designer UI/UX

June 2024 - **Present**

- Designed user interfaces tailored to specific client needs.
- Created wireframes, prototypes, and high-fidelity mockups for web and mobile applications.
- Created graphic designs for Instagram and LinkedIn posts, brochures, and visual identities using Adobe Illustrator and Canva.
- 99% client satisfaction rate on freelance platforms.

### Product Designer - Catapult.ai

June 2024 - February 2025; Remote

- Created a development-oriented design system and high-fidelity prototypes, reducing production time by 25%.
- Designed interfaces and features on Figma, with positive feedback from 30% of users once developed.
- Aligned user needs with research, user flows, and wireframes.
- Improved brand visibility by designing flyers, logos, and infographics on Illustrator and Canva.

## EDUCATION

### Master's in Audiovisual, Digital Interactive Media & Gaming - Université de Lorraine

September 2025 - **Present**; Metz, France

- Learned Unity development and applied gamification principles to design engaging interactive experiences.
- Designed and developed serious games, combining educational goals with immersive gameplay mechanics.

### Product Manager Training- Catapult.ai

December 2024 - February 2025; Remote

- Used project management tools Jira and Confluence to track project progress and manage sprints.
- Cross-functional collaboration with development, marketing, and design teams to define priorities and build the monthly roadmap under Agile.


### Business/Management - Carleton University

September 2023 - June 2024; Ottawa, Canada

- Business psychology courses and development of management and team leadership skills.
- Python programming courses and HTML fundamentals.

## CONTACT

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## SKILLS

- UX Research
- Design System
- Figma
- Prototyping
- Adobe After Effect
- Adobe Photoshop
- Basic HTML/CSS/JS
- Basic Unity (C#)

## LANGUAGES

**French (Native)**



**English (Fluent)**



**Spanish (B2)**

