

Gwenaëlle BERNARD

Game & UX/UI Designer

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PROFILE

UX/UI designer with 2+ years of professional experience and game design student, looking for a 6-month internship in video games or serious games starting March 2027.

PROFESSIONAL EXPERIENCE

Product Designer & Product Owner

June 2026 – Present

vIA ; Remote

- Designed 35+ desktop and mobile screens for the MVP of a B2B logistics software.
- Led the roadmap and backlog, going from one major feature per month to one per sprint.

Freelance UX/UI Designer

June 2024 – Present

Freelance ; Remote

- Designed web and mobile interfaces, wireframes, and high-fidelity mockups (99% client satisfaction).
- Led UX audits with user testing and interviews, reducing friction by 20 to 30%.

PROJECTS

Tomodachi Life: Living the Dream - UX audit of the Relationship System

UX/UI Designer, UX Researcher ; personal project

- Conducted research with Discord communities and a comparative analysis of 5 life sims.
- Redesigned the information hierarchy: 90% of testers confirmed an improvement.

Chrysalide - Serious Game About Exiting Prostitution

Game Design & Game UX/UI ; university project

- Co-designed the mechanics and cards of a game based on real testimonies and support from associations.
- Presented the game at the ULLAN festival and La Nuit de la Science (Metz).

Dead Reckoning - UX/UI of a Cybercore Roguelite

Game Design & Game UX/UI ; professional project

- Designed the menu UX/UI and art direction, with controller navigation in mind first.
- Analyzed Hades, Into the Breach, and Slay the Spire to define the game's features and interface.

EDUCATION

Master's in Game Design (Conception de Dispositifs Ludiques)

September 2025 – Present

Université de Lorraine ; Metz, France

- Designing serious games and video games (game design, narrative design, UX/UI interfaces).
- Integrating gamification mechanics and interactive experiences in Unity (C#).

SKILLS

Figma · UX/UI Design · Game Design · Narrative Design · Gamification · User Research · Affinity · Product Ownership · C# (Unity) · HTML/CSS · After Effects · Ethical Design · Agile · Accessibility

LANGUAGES

French (native) · English (C2) · Spanish (B2)