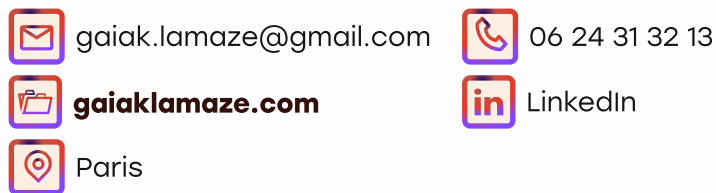


Gaïak Lamaze

LEARNING EXPERIENCE DESIGNER

ADULT LEARNING, UX & DIGITAL LEARNING

Learning Experience Designer with 20+ years of experience across digital and UX, combined with hands-on experience designing and delivering adult learning programmes. I combine instructional design, user-centred design and facilitation to turn complex needs into clear, engaging learning experiences. Experienced in digital learning, competency-based programmes, stakeholder collaboration and continuous improvement.



AREAS OF EXPERTISE

Learning Experience Design & Adult Learning

Blended and Digital Learning Journeys

Learning Needs Analysis & Instructional Design

Workshop Facilitation & Learner Coaching

UX & User-Centred Learning Experiences

Stakeholder Collaboration & Co-design

Learning Assessment & Continuous Improvement

Cross-functional & International Collaboration

PROFESSIONAL EXPERIENCE

UX/UI Design Instructor
Wild Code School
2023-2025

Learner profile: adults transitioning to a new career
Qualification: Concepteur Designer UI (CDUI)
Delivery format: fully remote

- Designed and delivered a complete remote UX/UI learning programme aligned with a competency-based professional certification
- Structured progressive learning journeys combining theory, workshops, practical projects and assessment
- Created learning materials, case studies, quizzes and interactive activities adapted to different learner profiles
- Facilitated collaborative workshops and coached learners throughout their skills development
- Designed formative and summative assessments and monitored learning outcomes
- Continuously improved the programme based on learner feedback, observed difficulties and learning performance



PROFESSIONAL EXPERIENCE

UX/UI Designer - Corsair International - 2012-2022

- Designed and optimised complex B2C and B2B digital journeys in an international environment
- Translated business and user needs into clear and intuitive experiences
- Conducted user research, prototyping, testing and continuous improvement based on feedback and data
- Facilitated collaboration between business, marketing, product and technical stakeholders
- Measurable business impact, +15% conversion and +12% average order value

Web Designer / Webmaster - Corsair International - 2010-2012

- Website and visual identity redesign
- Brand repositioning initiatives
- HTML/CSS integration
- Digital marketing campaigns and asset creation
- SEO strategy and optimisation

Web Designer / Webmaster - ebookers.fr - 2005-2010

- Contributed to the website redesign and platform migration
- Coordinated and translated business needs between local marketing teams and international development teams
- Prioritised bug fixes and feature requests with development teams (Delhi & Chicago)
- Advertising banners, newsletters and digital merchandising assets

Earlier Career - 1999 - 2004

- Web Designer – glowria.fr (2004) ·
- 3D Artist – Mattel Interactive (2000) ·
- Lead 3D Artist – Microïds France (2000–2003) ·
- Havas Interactive (1999–2000)

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LinkedIn

EDUCATION & TRAINING

Instructor - SIPCA | 2022

Professional Certification, Level 5 – NSF Code 333
Teaching & Training – 900 hours, full-time

Store Designer - Amadeus | 2010

Administration of an online booking process
Amadeus – Sophia Antipolis

Web Developer / Integrator - IFOCOP Paris XI | 2003

Professional Skills Certificate – Level 6

Advanced Diploma in Animation Film - ESRA Sup'Infograph | 1998

Level 6 – Graphic Arts & Animation Film

TOOLS & TECHNOLOGIES

Learning & Content Creation

Articulate, Genially, Kahoot, Wayground / Quizizz, PowerPoint

UX/UI & Prototyping

Figma, Axure, Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

Facilitation & Collaboration

Miro, Microsoft Teams, Slack

Project Management

Notion, Jira, Monday, Trello, YouTrack, Microsoft Office, Google Workspace

Research & Analytics

Google Analytics, AB Tasty, Contentsquare, Hotjar, Qualtrics, Usabilla

AI & Productivity

ChatGPT, Claude, Gemini, Perplexity, FLUX, Recraft

Web & Content

Webflow, WordPress

LANGUAGES

French – Native

English – Fluent