



Ariane Guay

Creative Technologist & Experience Designer

Contact details

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Key Skills

Design & Experience

| | |
|----------------|-------------------|
| UX/UI | Advanced |
| PROTOTYPING | Advanced |
| DESIGN SYSTEMS | Strong experience |
| ACCESSIBILITÉ | Strong experience |

Front-End Technologies

| | |
|------------------|-------------------|
| REACT / NEXT.JS | Advanced |
| TYPESCRIPT | Strong experience |
| THEMING & TOKENS | Strong experience |
| WEB PERFORMANCE | Strong experience |

Creative Technology & AI

| | |
|---|-------------------|
| OPENAI / ASSISTANTS | Advanced |
| ADVANCED PROTOTYPING (REACT + FIGMA + AI) | Strong experience |
| AI AUTOMATION | Strong experience |
| INTERNAL AI TOOLS | Strong experience |

Product & Systems

| | |
|----------------------|-------------------|
| PRODUCT THINKING | Strong experience |
| UI ARCHITECTURE | Strong experience |
| ANALYSIS & SYNTHESIS | Advanced |
| DOCUMENTATION | Strong experience |

Tooling & DevOps

| | |
|----------------|-------------------|
| GIT / GITLAB | Strong experience |
| CI/CD | Intermediate |
| DOCKER | Intermediate |
| AWS (S3 / EC2) | Learning |

Other tools

CONTENTFUL · WORDPRESS · API INTEGRATION

Languages

| | |
|---------|-------------------|
| FRENCH | Advanced |
| ENGLISH | Strong experience |



Profile

Creative Technologist & Experience Designer blending **UX/UI, front-end (React/Next.js), and product thinking** to craft clear, human-centered digital experiences.

Fast **analytical mind**, artistic sensitivity, strong technical depth.

Professional Experience

Front-End Developer / UI & UX Designer

helloDarwin

Aug 2022 – Sept 2025

- Led the full redesign of the product ecosystem using a unified **UX/UI, design system**, and **front-end architecture** approach.
- Designed and built complex interfaces in **React/Next.js**, optimized for **performance, accessibility**, and cross-product consistency.
- Built a scalable **design system** (tokens, components, living documentation).
- Integrated and orchestrated **AI tools** (assisted prototyping, internal automations, content workflows).
- Achieved major improvements in **speed, Lighthouse scores**, and overall product fluidity (lag reduction, reworked critical flows).
- Key contributor to **product thinking**, clarifying requirements and turning ideas into tangible experiences.
- Mentored** junior developers and standardized engineering practices (MR, CI/CD).

Full Stack Developer

ALN/NT2 Research Chair – UQAM

Sept 2019 – Aug 2022

- Designed and developed **digital cultural experiences** (interactive exhibitions, academic platforms).
- Delivered **UX/UI** design for immersive interfaces and modernized legacy systems.
- Implemented front-end architecture in **React** and integrated headless CMS ecosystems (**WordPress, Drupal, APIs**).
- Managed a fleet of **85+ websites**: deployment, maintenance, optimization, progressive refactoring.
- Built **modern internal tools** to improve research and creation workflows.

Études et Certifications

Design Thinking & UX Design (Course)

Collège de Maisonneuve

Sept 2022 – Dec 2022

Technical Degree in Computer Science (Accelerated Program)

Cégep du Vieux-Montréal

Jan 2018 – Jun 2019

DEC in Theatre

Cégep de Saint-Laurent

Sept 2015 – Jun 2017