

ALEXANDRE BERTHIAUME

Creative Technologist · Founder

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Toronto · Creative UX-CX · Luminara · Technology with Emotion

PROFILE

Digital Product Designer, Creative Technologist, and Founder of **Creative UX-CX** and the music label **Luminara**, working at the intersection of UX design, UI design, customer experience, and artificial intelligence. My work is driven by a clear belief: technology should not only function well — **it should feel human, meaningful, useful, and precise**. BrainStation-certified in UX Design, UI Design, and Artificial Intelligence, I explore how AI can amplify creativity, accessibility, and business growth — through AI-assisted product design, music-tech experiences, avatar-based interaction, and emotionally engaging interfaces.

CORE EXPERTISE

UX Design · UI Design · Artificial Intelligence · Generative AI · AI-Powered Product Design · Music-Tech & Web Audio · Customer Journey Mapping · Creative Technology · Photography · E-Commerce · Bilingual FR/EN

EXPERIENCE

2026 — PRESENT

Founder · Producer · Creative Technologist

Luminara · luminara.music

Founded a cinematic electronic music label — “where sound becomes light” — and designed and AI-engineered it end-to-end: original releases as AlexB, a live audio-reactive Now Playing visualizer (Web Audio API + canvas), a musical tempo-synced interface, and an immersive React Three Fiber world. Shipped to production on Vercel.

2023 — PRESENT

Co-Founder · UX/UI Designer

Creative UX-UI Inc. · Toronto

Founded a studio at the intersection of UX, CX, and artificial intelligence — designing AI-powered products, music-tech experiences, avatar-based interaction, and emotionally intelligent interfaces.

2018 — PRESENT

UX Development

Brand M3dia Group · Toronto

Branded web campaigns, client application development, wireframe systems, and full-cycle content production — from photoshoots to pixel-perfect digital delivery.

2016 — PRESENT

Creative Entrepreneur

Creative-Light-Source · Toronto

An independent creative practice: art in motion, light in precision — a laboratory for visual experiments blending photography, design, and technology.

2019 — 2025

Creative Designer · E-Commerce Specialist

Unified Trends · Toronto

Six years shaping digital storefronts — design systems, conversion-focused creative, and end-to-end e-commerce experience design.

2013 — 2014

Creative Marketing Manager

Seedbox Technologies · Montréal

Led content strategy and creative direction: brand guides, content testing frameworks, executive production on key projects, and coaching the internal creative project management team.

2006 — 2013

E-Commerce Manager · Lead Photographer

Priape Inc. · Montréal

Re-launched the brand's entire e-commerce platform, drove major growth in traffic and conversion, and art-directed and shot five annual fashion catalogues as company photographer.

1994 — 2006

The Foundation Years

Costco · Boutique Joe Blo · Sennheiser Canada

From customer service to store management to national sponsorship coordination — a decade of learning how people, products, and experiences truly connect.

EDUCATION

triOS College Business Technology Healthcare 2017 — 2018

Associate's Degree, Applications Developer (Mobile Web Specialist)

École Musi-Technic 2004 — 2005

A.E.C., Son, Musique et Techniques Numériques Appliquées

Collège Montmorency 1994 — 1996

D.E.C., Sciences Humaines — Étude du Comportement

CERTIFICATIONS

■ Artificial Intelligence Certification (AIC™) — BrainStation

■ UX Designer Certification (UXDC™) — BrainStation

■ UI Design Certificate — BrainStation

LANGUAGES

Français — Native / Bilingual · **English** — Native / Bilingual

SELECTED WORK

Luminara — Cinematic electronic music label — live catalog, audio-reactive visualizer, immersive 3D world.

luminara.music

aberthiaume.com — Interactive portfolio with 3D graphics and an AI digital twin trained on my career.

aberthiaume.com

Adobe Portfolio — Selected UX/UI case studies and visual design work.

alexandre-berthiaume.com

Portfolio-AB — Development portfolio — applications, prototypes, and creative code (2018 archive).

portfolio.aberthiaume.com