

ALEXANDRE BERTHIAUME

CREATIVE TECHNOLOGIST · FOUNDER

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LOCATION
Toronto, Ontario, Canada

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.

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-CX 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.

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

EDUCATION

2017 — 2018

triOS College Business Technology Healthcare

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

2004 — 2005

École Musi-Technic

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

1994 — 1996

Collège Montmorency

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

CERTIFICATIONS

- Artificial Intelligence Certification (AIC™)
BRAINSTATION · MARCH 2026 · ID 830-869-584
[VIEW CERTIFICATE >](#)
- UX Designer Certification (UXDC™)
BRAINSTATION · MAY 2024 · ID 830-911-071
[VIEW CERTIFICATE >](#)
- UI Design Certification (UIDC™)
BRAINSTATION · MAY 2024 · ID 830-911-070
[VIEW CERTIFICATE >](#)

LANGUAGES

Français

NATIVE / BILINGUAL

English

NATIVE / BILINGUAL



EXPERIENCE (CONTINUED)

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.

2020 – 2024

BILINGUAL INFORMATION OFFICER · CONTRACT

Gatestone · Government of Canada programs

Front-line bilingual (FR / EN) information officer, subcontracted through Gatestone to the Government of Canada across several federal programs — including the CRA, unemployment benefits, CDIC, Human Rights, the CFIA and Health Canada — giving the public accurate, clear and human answers on matters that affect their lives.

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 — dedicated online inventory, standardized product data and a fulfillment workflow built around the customer — growing conversion by about 28% over eighteen months. 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.

ON THE WEB

READ THE CASE STUDIES

aberthiaume.com/case-studies

Priape: from “selling air” to a scalable e-commerce operation. Puerto Vallarta: creating luxury on an impossible budget.

ASK MY DIGITAL TWIN

aberthiaume.com

An AI trained on my career answers questions about my work — in English or French.

LISTEN

luminara.music

Original releases as AlexB, where sound becomes light.

SELECTED WORK

LUMINARA

luminara.music

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

ABERTHIAUME.COM

aberthiaume.com

Interactive portfolio with 3D graphics, native case studies and an AI digital twin trained on my career.

ADOBE PORTFOLIO

alexandre-berthiaume.com

Selected UX/UI case studies and visual design work.

PORTFOLIO-AB

portfolio.aberthiaume.com

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