



**Cédric
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My Profile

What I do. What I want to do.

- ◆ Writing and copywriting
- ◆ Strategy and creativity
- ◆ User Research
- ◆ User Experience (UX)
- ◆ Websites
- ◆ Learn

Work Experiences

Research Assistant

Université du Québec à Montréal, Montréal.
Part-time employment. 2021-2025.

- ◆ Gather precise data according to requested specifications
- ◆ Build research methods based on specific research problems
- ◆ Perform academic literature reviews in a variety of precise fields
- ◆ Report key data points to managers and other researchers in written or oral form

Freelance Writer

Shared Screen, Montréal.
Freelance. 2021.

- ◆ Wrote video game reviews and accessible scientific articles
- ◆ Researched key information on the newest video game
- ◆ Simplified complex phenomena for a non-expert audience
- ◆ Optimized SEO potential of published articles

Social Media and Marketing Intern

Ineat Canada, Montréal.
16-week paid internship. Winter 2020.

- ◆ Created a marketing communication and recruitment strategy
- ◆ Coordinated the production of marketing content
- ◆ Produced Facebook, LinkedIn and Instagram content
- ◆ Wrote the corporate website's content

Webmaster and SEO Optimisation

Cirque du Soleil, Montréal.
16-week paid internship and freelance. 2019-2020.

- ◆ Wrote web copywriting for various services in English and French and coordinate translations in Spanish and Mandarin
- ◆ Increased organic web traffic to different websites
- ◆ Optimized content for accessibility and search engine optimization
- ◆ Integrated new content and pages into the CMS platform (Sitecore)

Education

Master's in communication

Université du Québec à
Montréal, 2020-2025
Video games and gamification
specialisation.

Applied Communication

Université de Sherbrooke,
2017-2020
Bachelor's degree with
specialization in writing.

Histoire and civilisation

Cégep de Sherbrooke, 2015-2017
Diploma of Collegiate Studies at the
Cégep de Sherbrooke.

Key Skills

Languages

French - English

Software knowledge

Microsoft Office

Word
Excel
Publisher
Powerpoint

Adobe Suite

Photoshop
Illustrator
Premiere
InDesign

Analytics Tools

Google Analytics
Facebook Analytics
SiteImprove

Affinity Suite

Designer
Photo
Publisher

Research Tools

NVivo
LimeSurvey
Qualtrics XM
Sonix.ai

CMS

WordPress
Oxygen Builder
Sitecore

Marketing Communication Intern

Canimex Group, Drummondville.
16-week paid internship. Fall 2018.

- ◆ Designed new B2B marketing strategies and initiatives
- ◆ Coordinated communication initiatives for recruitment and partnerships
- ◆ Wrote content for social media, sponsorship messages and ads

Publications

Children's Video Games: Better Understand to Better Choose (French only)

Presses universitaires du Québec (PUQ).
Book, 2024.

A book that presents the modern landscape of children's video games that combines our expertise in game studies and in neuropsychology. We present the numerous realities and challenges facing parents and teachers with video games targeted at children in 2024.

Divergent Rules and Practices in the 5th Edition of *Dungeons and Dragons* (French only)

Université du Québec à Montréal.
Master's thesis, 2025 (to be published).

A qualitative analysis of the reasons that motivate three player groups to modify the rules of the *Dungeons and Dragons* roleplaying game.

Videogame Interpellation: Ideology and Critical Consciousness in *Celeste* (French only)

Science du jeu.
Scientific article, 2023.

A study of ideology in video games based on the writings of Louis Althusser applied to the video game *Celeste*.

Projects

"A Song of Sweet and Sour" (ko-fi.com/4cafes)

Personal project. 2023-

- ◆ Design a product for the *Worlds Without Number* roleplaying game based on the *A Crown of Candy* show by *Dimension 20*
- ◆ Draw visual elements and characters for the world map and the main product that showcase the specificities of the fictional universe
- ◆ Build different products to be showcased on a Ko-Fi page

Dataterm (montreal.dataterm.ca)

Personal project. 2020-

- ◆ Build a reactive bilingual website with Wordpress and Oxygen Builder
- ◆ Design a retro-futuristic concept based on the *Cyberpunk RED* and *Cyberpunk 2020* tabletop roleplaying game
- ◆ Code front-end and back-end solutions for the project

Awards

Winner of the 2016–2017 SÉAQ Award of the Société des études anciennes du Québec (SÉAQ) for my article "Armours and Auguries: War at the Rhythm of the Gods". (French only)

Involvements

Member of the Administrative Council

UQAM Gaming.
Université du Québec à Montréal, 2021.

- ◆ Prepared the launch of a new ambitious student group
- ◆ Organized online social activities
- ◆ Built a website using Wordpress/Oxygen Builder
- ◆ Wrote and designed content for social media

Graduation Album

Communication student union
Université de Sherbrooke, 2019

- ◆ Designed the visual identity and layout of the graduation album
- ◆ Organized photo shoots
- ◆ Organized fundraising events and initiatives

Treasurer

Communication student union
Université de Sherbrooke, 2018

- ◆ Managed the union's bank account
- ◆ Allocated funds as necessary to finance projects
- ◆ Organized fundraising events and initiatives