

Bernardo Letayf

UX & Game Designer · Developer · Speaker

UX and game designer and full-stack developer. I have been programming for 29 years, building for the web for 27, and designing gamified learning for 12. I founded BLUERABBIT, the platform behind 200+ gamified experiences for 23,000+ players, and it won Outstanding Gamification Software at Gamification Europe in 2017. I have trained 1,300+ professionals and consulted for 40+ companies, including Microsoft, Meta, Unilever and Standard Bank.

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23,000+ PLAYERS REACHED	200+ GAMIFIED EXPERIENCES	1,300+ PROFESSIONALS TRAINED	50+ TALKS & FORUMS	40+ COMPANIES CONSULTED	200+ WEBSITES SHIPPED
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EXPERIENCE

Founder & CEO · “Evil Mind Behind the Operation”

2014 – now

BLUERABBIT · BLUERABBIT EDU, SAPI de CV · constituted 2018

- Designed and built a gamification platform for learning: Journey Maps, three currencies (XP, BLOO, EP), achievements, guilds, encounters and a social layer, the Garden.
- Started as “RabbitBlue” in my own classroom in April 2014; public since 2016. 23,000+ players and 200+ gamified experiences since.
- Outstanding Gamification Software, Gamification Europe 2017.
- In 2026, led the rebuild from an ~80,000-line WordPress theme to Codelgniter 4 (339 commits in 12 weeks, co-engineered with Claude) and replaced the public website.

CTO & Co-founder

2022 – now

TABI · Gamification Corp · with Roman Rackwitz (Engaginglab GmbH)

- An AI platform that turns uploaded content into micro-content and visual learning journeys with tracking, progress and mastery.
- Premiered at GamiCon48V (2023). In development.

International Gamification Consultant, Trainer & Speaker

2016 – now

Independent

- Consulted for 40+ companies across banking, technology, consumer goods and education. Trained 1,300+ professionals, largely through my Game Master Framework.
- Masterclasses for Gamification Europe (Amsterdam 2018, London 2024) and the EFMD Gamification of Learning Workshop. Has gamified every GamiCon, live or virtual.
- 50+ talks and forums in several countries.

IT Teacher

2008 – 2016

The American School Foundation, A.C. · Mexico City

- Taught Web Design, Multimedia Design, Video Editing, Introduction to Computer Applications and Yearbook Design.
- Gamified my own classes, which is where BLUERABBIT was born.

Adobe Certified Instructor

2007 – 2008

Edumac

- Taught Photoshop, Flash and Dreamweaver full time. Helped certify the school as an Adobe Certified Training Center.

Web Designer & Developer

1999 – now

Independent

- Designed and shipped 200+ websites and web apps: animations, interactions, custom WordPress themes, and CodeIgniter 3 and 4 applications.

EDUCATION

2014

Graduation project: RabbitBlue

Tec de Monterrey. Presented the first version of BLUERABBIT as my graduation project.

2002 – 2009

B.A. Marketing

Universidad del Valle de México. Studied markets to design and sell my own software and brands.

1996 – 1997

Technical Analyst Programmer

Centro de Computación Profesional de México. Graduated with honors at 14. I have used those skills every year since: 29 years and counting.

PUBLICATIONS

2025

GameChangers: Learning Experience Design Done Right

Contributing author, two chapters: “Problems, Users, and Actions: Creating the Learner Journey” and “Love, Happiness, and Engagement: A Reflection.” Sententia Publishing.

“I have declared a world wide war on grades.”

RECOGNITION

2017 · Outstanding Gamification Software · Gamification Europe Awards, Brighton UK

2017 · Gamification Gurus Power 100 (#14) · Rise Global

2021 · Top 10 Gamification Solution Companies · CIO Review Europe

Microsoft Certified: Azure AI Fundamentals

Adobe Certified Instructor & Expert

SKILLS

Product & UX: Learning-journey and gamification system design · UX/UI, design systems, accessibility (WCAG contrast) · Game Master Framework · Engagement Loop · Elemental Gamification

Engineering: PHP, MySQL, JavaScript, HTML, CSS/SCSS · 27 years · CodeIgniter 3 & 4 · WordPress themes (18+ years) · Stripe, Resend, SSO/SAML, Cloudflare · AI features on Claude

Design tools: Photoshop, Illustrator, Dreamweaver (master level) · Adobe XD, Premiere (expert) · After Effects

Languages: Spanish · English

CLIENTS & PARTNERS

Microsoft · Meta · Unilever · Standard Bank · FirstRand · Bank of Georgia · EFMD · Sententia Gamification · UPAEP · Foro Vidanta · LaunchPad · Forthright · PromobileAI · Thunderbots · Gnius Club