
Gabrielle Hewson

Creative Director and Senior UI/UX Designer

Strengths

The ability to lead, coordinate and implement the creative process start-to-finish, as well as integrate beautiful user-friendly UI/UX design with multi-platform front-end engineering frameworks to create fluid, clean, responsive, and highly successful website experiences.

- Creative direction and implementation of UI/UX design sensibilities to ensure visual cohesion of brand marketing and business goals
- Design creative vision and oversee pixel-perfect full-scale web sites including seamless cross-platform functionality and browser-compatibility
- Demonstrate clear verbal & visual communication skills
- Work well independently or with a team on multiple projects on tight deadlines
- Utilize visual design standards & best practices
- Business savvy: branding, marketing, budgets & networking
- Background in public relations and marketing
- Vision, creativity & personality plus!

Skills

It takes knowledge, smart work, and dedication to make great ideas come to life in a cohesive and coordinated way. As a creative professional, I focus on the best user experience possible, integrated with business requirements and desires. I bring strong leadership and my PR/marketing hat along with my multiple design strengths.

Advanced UI/UX Design

- User journeys, hand-sketched concepts, wireframing, comps, prototyping, site aesthetic redesign from fixed to responsive, eCommerce, app design, user experience testing, digital style guide standards
- Designing strong visual aesthetics; color composition, presentation, graphics & typography
- Waterfall and Agile
- Deck: Adobe Creative Suite, Axure, InVision, Sketch3, UXPin
- Adjunct teaching brand marketing, design fundamentals, UI/UX design and development

also UI/UX Development

- Advanced hand-coding: HTML5/HTML, CSS/CSS3
- Mobile/responsive across multiple media platforms and browsers
- Web and mobile apps
- Theme creation and adaptation
- Project Management: Confluence, JIRA, Basecamp, Trello, Slack
- Proprietary CMS and WordPress customization
- Experience with SEO, Hotjar, Google Analytics
- Tools: Sublime, Bootstrap, IntelliJ, GitHub

Experience

Thermo Fisher Scientific | 10/2015 – Present

Creative Lead & Senior UX Designer

UI/UX Designer/Developer – user journeys, hand-sketched concepts, wireframing, comps, prototyping, site aesthetic redesign from fixed to responsive, eCommerce, app design, user experience testing, digital style guide standards. Waterfall and Agile. Deck: Adobe Creative Suite, Sublime, GitHub, IntelliJ, Axure, InVision, Sketch3, UXPin.

GH Playground | 01/2011 – Present

Creative Director, Designer, Consultant

Public relations and marketing consulting, branding, UI/UX design and development, web site consulting, and generally what may be needed to make these cohesive and powerful for a variety of clients looking to better represent and promote themselves, their brands, products and services.

Faulkner Media Group | 08/2013 – 07/2015

Custom Creative Lead - Specialty UI/UX Designer

Producing high-quality, impacting visual experiences that, at the core, convert viewers into customers including UI/UX development/design for fixed and responsive cross-platform and -browser compatibility through the customization of the FMG proprietary CMS with a goal toward personalized branding for each client and the services they provide. Theme and custom development/design from mock-ups to HTML, CSS, JS/JQ, and Bootstrap functionality and stylization.

Art Institute of California, San Diego | 08/2013 - 04/2014**Adjunct Professor**

Courses taught:

- **Interface Design** - dissecting the UI/UX experience, sketches to digital mockups
- **Introduction to Web Design** – providing a solid foundation in web planning, design, and strategy, fundamentals of development using clean HTML/CSS practices; interface and experience design basics
- **Intermediate Web Page Scripting** - building on students' current knowledge of HTML/ CSS with additional methods for web structuring and styling, intro to basic jQ/JS and plug-ins; responsive design and development across multiple platforms
- **Design Fundamentals** - building 2D and 3D sculptures using paper to demonstrate design principles & elements
- **Brand Marketing** - self, product, and service promotion; branding and marketing basics, public relations, networking and speeches, developing print collateral, refining resumes, marketing materials, business marketing plans

Hickok Center for Brain Injury | 03/2009 - 07/2010**Director of Marketing & Development**

Developed and implemented PR strategies and special events promotion campaigns, marketing materials, print collateral, and social media presence to successfully grow their corporate brand, press coverage, public exposure, and community awareness resulting in:

- increased media coverage (TV/radio/print/Internet) by 500% for nonprofit in first year
- increased online followers by an average of 3,000% in 3 months
- improved search engine rankings locally from 28th to 2nd; statewide, 356th to 13th; globally, 1000+ to 144th in <9 months.

Freelance**2013 - Present**

- **Gospel House, Inc.**, and **St. John Fisher College**, Rochester, NY - Graphic Design
- **Composer Bruce Chianese**, Burbank, CA - UI/UX Re-Design & Development, Creative Consultant, Branding Consultant, Logo Design & Marketing Collateral

2011 - 2012

- **Steinmiller Associates, Inc.**, Rochester, NY - UI/UX Design/Development & Logo Design
- **Baobab Cultural Center**, Rochester, NY - Interactive Educational Multimedia App Prototype

Education

Rochester Institute of Technology (RIT) - Rochester, NY - **Masters** | Computer Graphics Design
Concentrations: UI/UX Design & Development, New Media, Motion Graphics

SUNY Empire State - Saratoga Springs, NY - **Bachelors** | Business, Management & Economics
Concentrations: Professional Communications, Organizational/Business Management, PR & Marketing