

Gabrielle Hewson

User Experience Design & Leadership

San Diego, CA
gabrielle@ghplayground.com
585-217-2737

I am a user experience design subject matter expert that thrives on empowering and leading teams; I enjoy getting to know all the members of the teams I work with, their strengths, creative and professional desires, even their weaknesses. Understanding who you are working with, builds camaraderie and trust so that everyone is better able to work together, take pride in their work, be accountable, enjoy what they do, feel appreciated, and to achieve common goals with tremendous success.

Work Experience

Senior User Experience Designer

GreatCall (Best Buy) - San Diego, CA - April 2018 to Present

Senior UX: primary product and project user-centric touchpoint; gathering research, composing survey questions and creating concepts and design prototyping for user feedback; product overview documentations; hand-sketches; leading whiteboard and brainstorming sessions with product and project leads, and stakeholders; persona development; user journeys; wireframing; comps; product style guides; all to ensure the best end-user experience. End-users include for GreatCall's line of products include seniors 60+ and their caregivers. Work directly with C-level representatives, product owners and managers, developers, engineers, quality assurance, web team, customer experience (user testing implementors), marketing teams, brand, HR, and others.

Products worked on include: proprietary mobile apps, personal medical alert devices (PERS), flip and smart phones, external (web) and internal interfaces, and, special and confidential projects — all enabling the best customer experience possible.

Deck: Adobe Creative Suite, Sketch, Craft, InVision, Jira, Confluence, Office 365

Notables:

- Improved cross-functional team communication by opening dialogues between departments to ensure a more collaborative environment for quality and success.
- Developed the standard for templates and presentations for the company's UX standard of deliverables:
 - *Product Overview Document* (aligning business requirements, product owner goals, and best practice UI for seniors and their caregivers) that is the cornerstone of project kick-offs;
 - *User Personas* template worksheet (Excel) and presentation (InVision);
 - *User Journeys* short- and long-templates (Word & Excel) and presentation (InVision);
 - Various user-centric *Flowcharts* templates (Sketch) for apps vs. tangible PERS and phones, as well as web purchase and product activation flows;
 - *Wireframing* (both low- and hi-res) for concept testing and *Prototyping* (ACS, Sketch, Craft InVision);
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- Leading brainstorming sessions with C-levels and other management to align teams and focus cross-functional efforts, establishing roadmaps and timelines, and next-steps for the informed and collaborative project development.
- Point-person leading creative initiatives for improving end-user experience of both a caregiver-based app and a product end-user app, and aligning them visually and functionally with simultaneous product interface improvements to increase user engagement and product satisfaction.
- Instrumental in the improvement of GreatCall's flagship product, the Jitterbug Flip Phone, from the addition of a digital key pad (DPad) to updating the UI and adding functionality that better serves end-users.

Creative Lead & Senior UX Designer

Thermo Fisher Scientific - Carlsbad, CA - October 2015 to Present

Lead UX/UI: designing the best user experience via user journeys, hand-sketched concepts, wireframing, comps, prototyping, user-testing, site aesthetic redesign from fixed to responsive, eCommerce, app design, user experience testing, digital style guide standards. Waterfall and Agile. User-testing includes working with analytics team using Hotjar, Google Analytics, Optimizely, Interact, behavior-based direct customer research (in-house - aisle testing and User Zoom) and outsourced (Regardo Group).

Deck: Adobe Creative Suite, Abstract, Sketch, Zeplin, Axure, InVision, Jira, Confluence, Office 365

Notables:

- Design and development of the ThermoFisher Scientific company-wide style guide (<https://ux.thermofisher.com/styleguides/>), created to enable brand and vision consistency standards for this multi-billion dollar company.
- Designed the eCommerce site of 18,000+ pages to be a more streamlined and efficient look and interface by redesigning the header (<https://www.thermofisher.com/us/en/home.html>) mega nav, and footer, as well as submenu dropdowns, to enable customers to view more product options upfront and to find those options faster; and, evolved the fixed site to a mobile-responsive site.
- Designed the tool for finding and purchasing millions of Assays; an example: https://www.thermofisher.com/order/genome-database/?pearUXVerSuffix=pearUX2&elcanoForm=true#!/microna/assays/microna_advanced/?keyword=human as well as its integration into the site-wide header, and exponentially improving the older tool experience.
- Integral in designing and leading initial launch of a loyalty shopping points initiative.

Creative Director, UI/UX Designer, Graphic Designer & Management Consultant

GH Playground (Freelance) - California, Colorado, New York - January 1993 to Present

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.

Custom Creative Lead & Specialty UI/UX Designer

Faulkner Media Group - Poway, CA - August 2013 to July 2015

Lead UX/UI design: 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.

Deck: Adobe Creative Suite, Sublime, Livestyle (Chrome), Bootstrap, Bootcamp, Jira

Notables:

- Renaissance Wealth Management - Kelly Welker financial site (San Antonio, Texas)
- 65Retire - Charles Farrell financial site (San Diego, CA)
- Contributed new template designs for CMS

Adjunct Professor

Art Institute of San Diego - San Diego, CA - August 2013 to April 2014

Courses taught:

- Design Fundamentals - building 2D and 3D sculptures using paper construction color/form/texture 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
- 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

Notables:

- Thoroughly enjoyed teaching and empowering
- Unconventional approach to Design Fundamentals course led to out-of-the-box thinking and multi-dimensional learning
- Favorite courses taught: Design Fundamentals and Brand Marketing

Director of Marketing & Development

Hickok Center for Brain Injury - Poway, CA - March 2009 to July 2010

Developed and implemented PR strategies and special fundraising events (small and large), promotion campaigns, marketing materials, print collateral, and social media presence to successfully grow their corporate brand, press coverage, public exposure, and community awareness.

Notables:

- 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 less than 9 months

Education

Masters in Computer Graphics Design - Rochester Institute of Technology - Rochester, NY
Bachelors in Management & Economics - SUNY Empire State - Saratoga Springs, NY

Skills

- Leadership: teams, project, initiatives
- Creative direction and implementation of UI/UX design sensibilities to ensure visual cohesion of brand marketing and business goals
- Demonstrating clear verbal & visual communication skills
- Designing to attain strong visual aesthetics through color composition, presentation, graphics and typography
- Working well independently or with a team on multiple projects on tight deadlines
- Utilizing visual design standards & best practices
- Business savvy: branding, PR, marketing, budgets & networking
- Vision, creativity & personality plus!

Professional Links

- Portfolio: <https://ghplayground.com/>
- Passion project: <https://whywearevegan.org/>
- LinkedIn: <https://www.linkedin.com/in/gabriellehewson>
- Vimeo: <https://vimeo.com/gabriellehewson> (variety: personal/professional/education projects)

Social Media

Passion project: Instagram/Facebook/Twitter/Pinterest (@whywearevegan)