

GABRIELLE HEWSON

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OBJECTIVE: To empower people to do what brings them joy -- what ignites passion within them -- so that together each of us can inspire outward and positively change the world.

WHO I AM... a strategist with win-win goals;
an empower-er of others to enable them to find, embrace & lead with their strengths;
a big-picture thinker who can get granular from all angles;
a designer of experiences for 20+ years – relational, digital, and tangible; and,
an empathetic thought leader.

LEADERSHIP STRENGTHS:

Strategic, Maximizer, Futuristic, Ideation, Individualization, Relator, Responsibility, Achiever

EXPERIENCE

SR. USER EXPERIENCE DESIGNER

BEST BUY HEALTH (April 2018 – Present)

- Facilitated and lead cross-functional strategic alignment meeting with directors, managers, and senior VPs for their Customer Care Screen-Reduction Project, and designed single-screen solution to improve the care agent customer service experience.
- Strategically lead cross-functional team communication between departments to ensure a more collaborative environment for quality and success, for products and services.
- Facilitated initial research & discovery, fine-tuning of written business requirements, and the XD deliverables for Lively App on the Apple Watch (2019-2021), Lively Flip (phone; 2018-2020) and My Account (web; 2018-2021).

CREATIVE LEAD & SR. USER EXPERIENCE DESIGNER

THERMOFISHER SCIENTIFIC (October 2015 - April 2018)

- Designed and implemented company-wide web, app, and editorial style guides for brand and visual consistency across all products.
- Streamlined the global elements of their 18,000+ eCommerce site to improve UI efficiency specific to product research and purchase.
- Designed research & purchase app for assays & antibodies.
- Redesigned corporate identity and investment site.
- Lead UX strategic creation of written content, design, and the end-user functionality experience of the company's pilot customer loyalty program.

CREATIVE LEAD: CUSTOM UX/UI DESIGN & DEVELOPMENT

FAULKNER MEDIA GROUP (August 2013 – July 2015)

Designed and developed high-impact visual experiences for top-level financial and securities professionals to, at the core, strategically convert viewers into customers with a uniquely designed site beyond the CMS.

ADJUNCT PROFESSOR

ART INSTITUTE OF SAN DIEGO (August 2013 – January 2015)

Courses Taught: Design Fundamentals; Personal, Product, and Brand Marketing; User Interface Design; Personal and Brand Marketing; Intermediate Web Page Scripting; and, Web Design & Development

Continued...

DIRECTOR OF MARKETING & DEVELOPMENT

HICKOK CENTER FOR BRAIN INJURY (May 2009 – July 2010)

- Recruited, taught, and managed a team of 36 volunteers for community outreach, fundraising, and career development.
- Created internship and mentoring programs integrating staff, local business, and volunteers to enable expansion of activity services for Center members and expanded mutually-beneficial community opportunities for cooperative education and community awareness.
- Restructured existing marketing content and created new marketing strategy that included branding and identity to better support mission and business goals.
- Developed and implemented public relations strategies to improve/boost media and community relations.
- Designed promotional campaigns and marketing materials, including on-air scripts for interviews of Center staff in promotion of fundraising initiatives.
- Increased media coverage (TV/radio/print/Internet) by 500% for nonprofit in first year.
- Increased online followers by an average of 3,000% in three months.
- Improved search engine rankings in less than nine months: locally from 28th to 2nd; statewide, 356th to 13th; and, globally, 1000+ to 144th.

EDUCATION

MASTERS / 2012

ROCHESTER INSTITUTE OF TECHNOLOGY

Human Centered Interaction, Interactive App & Web Design

BACHELORS / 2007

SUNY EMPIRE STATE

Business Management & Economics, Organizational Behavior

SKILLS

Office Suite, Adobe Creative Suite, Google Suite, Zoom, Teams, Slack, Jira, Confluence, Sketch, Figma, InVision, Miro, VPN, Mentimeter

PERSONALLY

I have a few passion projects including Why We Are Vegan (digital community founded in 2013) and Change Your Adventure (word-of-mouth Reiki Master healing and coaching practice). I enjoy playing volleyball, cycling, hiking, and playing other games like Corn Hole and KanJam outside in the sunshine. I also love board/card games and host a monthly game night. When I'm not playing or strategically improving the world in my own way, I enjoy all forms of creative expression from illustration (sketching, pen & ink, watercolors) to writing (I've published a few things), to singing/songwriting, to simply holding space for friends and family.