Gabrielle Cohen

Product Designer

gcohendesign@gmail.com | gabriellecohendesign.com | linkedin.com/in/gcohendesign/ | 516-673-5564

PROFESSIONAL EXPERIENCE

Product Designer (Contract)

Nix Labs LLC   *Oct 2024 – Present*

- Currently leading end-to-end design for a vaping cessation app, with a focus on habit tracking, motivational prompts, and milestone rewards to enhance user engagement.
- Conducted in-depth UX research on industry benchmarks and gamification trends to shape a user-centered product strategy, directly informing design decisions that prioritize user needs and support behavior change.
- Developed user personas, journey maps, and wireframes to guide feature development and optimize the user experience, aligning cross-functional teams around a cohesive, impactful design vision.

Product Designer (Freelance)

109Co   *Oct 2023 – Present*

- Developed a responsive website for a real estate firm, highlighting their property portfolio and services to attract potential investors and tenants, boosting conversions by 15%.
- Redesigned site architecture and landing pages to enhance UI/UX, reducing site abandonment by 20%.
- Collaborated closely with stakeholders to align design with business goals, utilizing user insights to refine the experience.
- Integrated custom HTML, CSS, and JavaScript to add interactive features, improving user engagement.

Product Designer (Freelance)

The Women's Foundation   *Jan 2023 – Present*

- Led a website redesign that increased donations by 30% through a streamlined donation process, improving user experience and eliminating barriers for new and returning donors.
- Developed a strategic roadmap addressing key user pain points, leveraging user research, usability testing, and data-driven insights to optimize the user journey and boost engagement.
- Created design components and high-fidelity wireframes in Figma, then developed a responsive, accessible WordPress site with enhanced functionality using HTML, CSS, and JavaScript.

Product Designer (Contract)

Humanscale   *Mar 2023 – Sep 2023*

- Advocated for 'Buy Now, Pay Later' at checkout, driving a 25% increase in monthly order value by prioritizing customer flexibility.
- Increased task completion rates by 15% for a SaaS program through structured UX audits, significantly boosting user satisfaction through a more intuitive and customer-centric interface.
- Enhanced product discovery for B2B and D2C segments by simplifying the customer journey, using empathy maps and personas to inform design decisions, and optimizing SEO to improve visibility and attract the right customers.
- Designed wireframes and prototypes for a chat function, aligning with the company's goal to enhance customer support efficiency.

SKILLS AND TOOLS

- **Soft Skills:** User-Centered Design, Cross-Functional Collaboration, Problem Solving, Communication, Data-Driven Decision Making, Empathy, Project Management, Adaptability, Attention to Detail.
- **Technical Skills:** UX/UI Design, User Research, Wireframing & Prototyping, Journey Mapping, Design Systems, HTML, CSS, JavaScript, SEO, Responsive & Accessible Design, Conversion Optimization.
- **Tools:** Figma, Adobe Creative Suite, Microsoft 365, WordPress, Shopify, Squarespace.

EDUCATION

Springboard

UI/UX Design Certification   *Nov 2021 – Dec 2022*

Binghamton University, State University of New York

BA in Graphic Design   *Aug 2014 – May 2018*