Gabrielle Cohen

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PROFESSIONAL SUMMARY

UX/UI designer with 6+ years of experience creating user-centric digital experiences across web, mobile, and desktop. Specialized in end-to-end design, wireframing, prototyping, and user testing. Proficient in HTML, CSS, and JavaScript to enhance functionality. Driven by a commitment to optimizing user flows, driving engagement, and collaborating with cross-functional teams.

EXPERIENCE

Product Designer

GC Design LLC   *Jan 2023 – Present*

- **The Women's Foundation** (Jan 2023 – Present)
  - Led a website redesign that increased donations by 30% and improved user engagement by 20%.
  - Streamlined user journeys and optimized visual design to align with organizational brand standards and mission.
  - Developed custom interactive features using HTML, CSS, and JavaScript.
- **Nix Labs LLC** (Oct 2024 – Present)
  - Designed a cohesive and visually engaging UI system for a mobile vaping cessation app on iOS and Android, defining key components, interactions, and design guidelines, while delivering detailed wireframes and interactive prototypes in Figma.
  - Conducted market analysis to assess existing opportunities and find a competitive edge, while incorporating user research and usability testing to inform a strategic product roadmap.
  - Worked with engineers and behavioral consultants to develop an MVP, securing stakeholder approval and attracting early adopters.
- **109Co** (Oct 2023 – Oct 2024)
  - Designed and launched a responsive property portfolio website, boosting conversions by 15% within three months.
  - Improved site architecture to streamline navigation and reduce bounce rates by 20%.
  - Providing ongoing design support for microsites and ensuring optimal performance across all platforms.
- **Humanscale** (Mar 2023 – Sep 2023)
  - Increased monthly order value by 25% by implementing eCommerce flexibility features such as 'Buy Now, Pay Later.'
  - Conducted UX research, including competitor analysis and usability testing, achieving a 15% improvement in task completion.
  - Designed high-impact promotional landing pages and interactive chat prototype to enhance customer engagement.
  - Collaborated with cross-functional teams, including developers and product managers, to align design strategies with business goals.

Lead Designer & Founder

GC Tee Designs   *Jan 2022 – Jan 2023*

- Managed a custom Shopify-based t-shirt business with a 98% on-time delivery rate and high customer satisfaction.
- Conducted market research to establish a competitive brand identity, identify customer trends, and develop a strategic pricing model.
- Oversaw production workflows, improving quality and efficiency while meeting tight deadlines.

Senior Graphic Designer

Love Unlimited   *Jun 2018 – Dec 2021*

- Designed thousands of t-shirts and apparel for retail stores, managing projects from concept through production.
- Represented the company at trade shows like Surf Expo, presenting design collections and building new client relationships.
- Boosted monthly revenue by 15% through strategic SEO practices for product listings on Amazon.
- Improved production efficiency by 50% in six months through optimized technologies and workflows for print-ready designs.

SKILLS

- **UX/UI Design:** Wireframing, prototyping, user research, journey mapping, scalable design systems
- **Creative & Strategy:** Branding, visual identity, high-impact marketing design
- **Technical Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress, Shopify, HTML, CSS, JavaScript
- **Optimization & Growth:** SEO, mobile responsiveness, performance testing

EDUCATION

Binghamton University, State University of New York   *BA in Graphic Design* - May 2018

Springboard, Online Bootcamp   *UI/UX Design* - Dec 2022