

gina gabriele

defining and creating beautiful and functional, world-class experiences

I am a product designer and UX manager with 12+ years experience with a proven track record launching cross-platform products and services

sr. mgr., user experience

Kaiser Permanente (feb 2016 - current)

leading a team of 10 - 15 designers to create innovative solutions for responsive web and mobile
managing communication with cross-functional leaders in a part agile, part waterfall environment
promoting collaboration and facilitating co-creation while evolving the internal design process
elevating overall quality of work, through intuitive and cohesive UI & visual design
increasing productivity and shortening project turnaround time.

director, product & user experience

Card Corporation (june 2015 - Jan 2016)

defined and executed all phases of UX & UI design including site maps, wireframes, flow, mockups, and visual designs for all platforms
managed a team of 2+ in-house designers and design vendors
responsible for hiring of designers, resource strategy and allocation
led product roadmap definition and planning
led product feature requirements
lead content strategy and product voice
managed communication with cross-functional leaders in an agile environment

director, user experience & design

Green Dot Corporation (may 2012 - may 2015)

led UX/UI on beta and public launch for GoBank - the award winning checking account designed for mobile
led early UX/UI for walmartmoneycard.com refresh
led UX/UI/visual design on public launch of Green Dot @the Register, Green Dot Network's consumer facing property
defining and executing all phases of UX and UI design including site maps, wireframes, flow, mockups and comp designs for web and mobile
managing a team of 4+ in-house designers and design vendors
responsible for hiring of designers, resource strategy and allocation
managing communication with cross-functional leaders in an agile environment

sr. user experience designer

CBS Interactive (jan 2011 - may 2012)

senior UX/UI designer creating stiemaps, wireframes, flows and visual design for web, iPhone, iPad and Android
closely collaborating with product leads, developers and marketing

contact

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experience

web, mobile & tablet
user experience (UX)
interface design (UI)
information architecture (IA)
interaction design
strategic design
concept development
product development
site analytics
prototyping
persona creation
a/b, card sort, user testing
agile
identity branding
creative direction
project management
motion graphics
b2b
b2c

tools

proficient in Adobe CS
proficient in Sketch
proficient in Invision
proficient in Balsamiq
proficient in social media applications
experience with HTML & CSS
experience with Adobe AEM
experience with prototyping software
experience with DotNetNuke
experience with Wordpress
entry level Final Cut Pro
experience with DVD Studio Pro

education

bachelor of science, **the ohio state university**
continuing education, **treehouse**
(online design/development education platform)

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sr. ux designer & art director

Contractor (june 2010 - jan 2011)

notable clients include:

Radar Works (Susan G. Komen) • One+K • Daily Planet (Univision) • Deep Dive Media • Green Dot

UI/UX design for web and mobile

information architecture/interaction design

conceptualizing and designing for web and mobile, emails, banner campaigns, social media and print graphics

conceptualizing and designing branding & identity strategies and supporting graphics

managed client contact and client business objectives

ux/ui/visual designer & motion graphics

Cannery Agency (june 2007 - june 2010)

designed web graphics

conceptualized, designed and created motion graphics for iTunes Extras, Blu-ray menus, DVD menus and interactives

created title sequences and lower thirds for VAM (Value Added Material) segments

visual designer & motion graphics

Blink Digital (july 2003 - june 2007)

created motion graphics and visual designs for DVD menus and interactives

created title sequences and lower thirds for VAM (Value Added Material) segments

mgr. of client services

Point .360 (march 2002 - july 2003)

managed staff of 8

oversaw projects from inception to completion including scheduling and coordination for all sessions of audio, online/offline editing, symphony and graphics

supervised implementation of Xytech Systems software

maintained client accounts

established new accounts

prepared sales quotes/bids and negotiated rates

implemented new facility wide workflow system

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