Gina Gabriele

defining and creating beautiful and functional, world-class experiences

I am a product designer and UX manager with 15+ years experience with a proven track record launching cross-platform products and services

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Creative Director, Experience Design & Strategy
Deloitte Digital, Los Angeles Studio (Sep 2021 - current)

Design, Creative and People leadership for the Deloitte Digital Studio in Manhattan Beach

Clients: Apple, USGA, Thomson Reuters, and others

Senior Manager / Principal Designer, Experience Design & Strategy
Kaiser Permanente (Feb 2016 - Sep 2021)

leading experience strategy & design

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

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

led 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

contact
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https://www.ginagabriele.com

experience
product strategy
web, mobile & tablet
user experience (UX)
interface design (UI)
information architecture (IA)
interaction design
strategic design
design systems
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 Figma
proficient in Miro
proficient in Adobe CS
proficient in Sketch
proficient in Invision
proficient in social media applications
experience with HTML & CSS
experience with Adobe AEM
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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Senior User Experience Designer
CBS Interactive (Jan 2011 - May 2012)

senior UX/UI designer creating sitemaps, wireframes, flows and visual design for web, iPhone, iPad and Android

closely collaborating with product leads, developers and marketing

Senior 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

Manager 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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experience

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