

# Gabrielle Cahill

Graphic Designer

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## Education:

May 2021  
University of Florida  
Major: Visual Art Studies  
Minor: Sociology  
Certificate in Graphic Design

## Programs:

Figma  
Wordpress  
Illustrator  
Photoshop  
InDesign  
Premiere Pro  
Acrobat  
Lightroom  
Dreamweaver  
Onedrive  
Dropbox  
Slack

## Career Objective

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Graphic designer with 4+ years of experience in web, digital, and packaging design. Skilled at communicating a brand's identity and innovating new ideas.

## Professional Experience

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### Graphic Designer, Banyan Hill

*June 2021-November 2022*

- Worked with a team of designers to coordinate, manage, and create graphics for six publishing groups
- Created and finalized logos for new publishing groups
- Designed 7-10 youtube thumbnails with 2-hour turnarounds weekly for five different channels
- Assisted with company photoshoots
- Retouched, color corrected, and silhouetted professional photos
- Made eye-catching banner ads in a variety of sizes
- Assembled HTML versions of 3 monthly newsletters
- Collaborated on technical infographics and charts for promotional videos concerning the stock market.

### Freelance, Sarah Shell Designs

*July-August 2020*

- Researched competitor branding and coastal aesthetic
- Developed 15 iterations of a logo
- Reviewed and reworked the design based on client feedback.
- Customized font to create a hand-done look within the logo

### Freelance, Karma Custom Construction

*November-December 2020*

- Conducted competitor analysis
- Worked with the client to create a logo
- Incorporated straight lines, bold colors, and sharp angles to communicate a feeling of sturdiness
- Utilized logo on business cards, website, and sweatshirts.

### Skeletal Dynamics Internship

*June-August 2020*

- Worked one on one with the in-house designer creating manuals for medical devices marketed to orthopedic surgeons.
- Created over 20 intricate ads displaying all aspects of the plates and screws, along with descriptions and diagrams
- Designed invites to company cadaver labs
- Updated 10 surgical technique guides to reflect the new company branding.