



Gabrielle R. Smith

Graphic Designer

New York Metropolitan Area

201-918-8118 • gabrielle8118smith@gmail.com

www.gabriellerosedesign.com

Who I am as a Designer....

As a designer my work is a simplistic style with the focus of elevating the material with design and attracting the target audience. I want to be a part of bringing the vision of the company alive through design.

Programs

- Illustrator
- InDesign
- Photoshop
- XD
- After Effects
- Light work with Figma

Other Skills

- Photography

Work Experience

Pentalux Rods

2023-24

Apparel Logo Design

- The company has a logo design but was looking for something "fun" for the hat and t-shirts sold at events.
- The logo was inspired by fishing rod designs to create a look for the apparel separate from the company logo.

Website Design

- The brand was looking to bring their website into modern times. The previous website was stylistically out of date.
- The new design is modern and sleek to reflect the times and the refines, highend look the company was looking for to represent their products.

Rob Smith Photography

2022

Logo Design

- The photographer was looking for an update to an old logo.
- The design focuses on the typography and created a more modern look to the old style.

Lucky Brand Jeans

2018-2021

Sales Associate

- Worked with customer to help them express their individual style, driving customer satisfaction along with contributing to hitting the store's sales target.
- Maintained the store's visual concept to ensure it was representative of the brand.

Education

Ramapo College of New Jersey
Visual Communication Design Major

Mahwah ,NJ

Spring 2024

Invited member of NSCS

Ramapo College of New Jersey chapter

NSCS stands for National Society of Collegiate Scholars and is a honors organization which creates networks nationwide within the high achieving academic community.

Course Highlights-

Intercultural Communications:

Focused on the social awareness of others cultures. Incorporating these concepts into design work has become a fundamental part of the design process for me.

UX/UI:

This course focused on functional design centered around user experience. A UX and UI education allows the designer to incorporate the importance of functionality into the design work to ensure user satisfaction.