



# GABRIELLA DZIORNY

## UX DESIGNER

### BRAND STATEMENT

I am a UX designer who loves conquering a challenge. My background in graphic design provided me with a strong basis in problem solving, however I craved more strategy in my work. I strive to bring a positive attitude and a strong focus into every project I work on.

### RELEVANT EXPERIENCE

#### UX | UI Consultant

April - May 2019

##### Wealthy, Financial Literacy + Coaching

- Worked with stakeholder to develop IOS app to scale financial coaching business
- Conducted both competitive and user research
- Utilized research to develop wireframes + prototype
- Conducted user testing and used results to iterate design
- Designed pixel-perfect wireframes

#### User Experience Design Immersive Student

March - May 2019

##### General Assembly, New York

Full time immersive student in the User Experience Design program that included over 400 hours of professional training over ten weeks. Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations. Developed a portfolio of individually and collaboratively focused in class projects.

### EXPERIENCE

#### Marketing Graphic Designer

December 2014 - September 2018

##### JD Beauty Group

- Worked on multiple beauty brands such as Wet Brush and BioIonic
- Developed logos and visual identities for new brands
- Conceptualized and created both printed and digital advertisements
- Communicated with vendors to bring collateral from conception to completion
- Brainstormed and Designed email blasts and web banners
- Created content for social media platforms
- Managed and executed all in house photography and retouching
- Constructed and designed product packaging

#### Student Associate Graphic Design

January 2014 - May 2014

##### Madison Square Garden Entertainment

- Reformatted Performers artwork into MSG posters and collateral
- Produced animated designs for LED boards
- Illustrated artwork used in programs for the Radio City Rockettes
- Developed concepts and materials for Garden of Dreams foundation

### LOCATION

Greater New York City

### PORTFOLIO

[gabrielladziorny.com](http://gabrielladziorny.com)

### EMAIL

[gabriella.dziorny@gmail.com](mailto:gabriella.dziorny@gmail.com)

### PHONE

(516) 567-1300

### SKILLS

#### UX DESIGN PRACTICES

- UX & UI Design
- Information Architecture
- Competitive Analysis,
- User Research
- Affinity Diagramming
- Persona Creation
- Sketching
- Wireframing
- Prototyping
- Presenting
- Storytelling
- Visual Design

#### SOFTWARE

- Adobe Creative suite
- Invision
- sketch
- keynote / powerpoint
- Basic HTML + CSS

### EDUCATION

#### SETON HALL UNIVERSITY

B.A. | Graphic, Interactive and Advertising Design

3.6 GPA | Magna Cum Laude

#### HOFSTRA UNIVERSITY

HTML + CSS | Continuing Education Classes