

Gabrael Green

Product Designer

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WORK EXPERIENCE

Vouch Financial

Aug 2015 – Feb 2016

Senior Product Designer - San Francisco, CA

- Lead UX and UI for web and mobile platforms
- Improved sponsor engagement ~70% with updated onboarding design based on research with growth team
- Created multiple graphics and designs for website, Tally iOS app, and product dashboard

IMHO.pub

2015 – Present

Co-creator - San Francisco, CA

- Responsible for UX and UI of web and mobile
- Maintain brand voice and all site content
- Create road maps for additional features to scale with growth

StudyBlue

Dec 2014 – Aug 2015

Senior Product Designer - San Francisco, CA

- Led a group of UX, UI, and interaction designers
- Responsible for creative vision and final deliverables of team
- Created and managed a comprehensive redesign of UX and UI for iOS application
- Led an update for web cancellation flow to help retain users and open up channels to customer service

Crunchyroll (Second.tv)

Oct 2013 – Dec 2014

Product Designer - San Francisco, CA

- Lead web, mobile, and set-top designer
- Grew a team of 4 into 11 designers spanning both product and marketing
- Created numerous acquisition flows and designs with marketing, engineering, and branding teams - multiple platforms
- Helped organize and manage transition of kdrama channel into partner site

Vodori / Pepper CMS

2010 – 2013

Senior Designer - Chicago, IL

- Lead UX and UI for Pepper mobile application
- Created front end markup and styling for various client websites
- Responsible for brand and messaging for all internal and external projects
- Helped grow a team of 2 into 8 multi disciplined designers

Martinez Advertising Group

2008 – 2010

Web and Brand Designer - Jacksonville, FL

- Created branding and websites for multiple local businesses both small and large
- Responsible for creation and maintenance of HTML and CSS on multiple client sites
- Drove messaging and visuals on numerous print and web ad campaigns

Printing.com

2008 – 2009

Designer - Jacksonville, FL

- Designed and developed multiple branding and print campaigns
- Worked directly with printing press and numerous vendors on final deliverables
- Maintained and managed store floor

EDUCATION

University of North Florida

2004 – 2008

B.F.A. - Web and Graphic Design

Concentration in graphic design for typography, print, and the development/maintenance of websites programmed in XHTML/CSS. Minor in digital photography.

SKILLS

- User research
- Rapid prototyping
- Information architecture
- UX Design
- UI Design
- Sketch
- Photoshop
- Illustrator
- InDesign
- HTML/CSS
- Always learning more