

GABRIELLA WIDGEROW

CREATIVE DIRECTOR/SENIOR VISUAL DESIGNER

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EXPERIENCE

Sept 2024 - Present

Creative Director – Design, Global Communications, *Expedia Group*

As Creative Director on the Events & Experiences team, I lead the visual strategy, design execution, and creative problem solving for internal and external brand communications. I work directly with Expedia Group's executive leadership to develop compelling visual narratives across presentations, events, and social content, ensuring alignment with brand standards and business goals.

Key Responsibilities:

- Lead creative development and design for executive-level presentations, translating strategic messaging into impactful visual storytelling.
- Oversee the creation and evolution of branded presentation templates for Expedia Group, Expedia.com, Hotels.com, and Vrbo, ensuring usability and consistency across teams.
- Serve as a visual problem-solver—whether redesigning slides, ideating event environments, crafting cohesive narratives, or navigating technical design challenges.
- Provide design leadership and mentorship on collaborative projects, including Expedia Group's flagship *Explore* conference—guiding designers to uphold premium standards and solve creative challenges across main stage and breakout experiences.
- Align presentation design with the physical environments they're presented in, creating holistic, immersive event experiences.
- Collaborate daily with executive stakeholders, delivering high-quality creative work that builds trust and elevates brand presence.
- Lead the design and execution of external and internal-facing content, such as infographics, reports, analytics and social media visuals, while maintaining a high bar for visual communications across business units.
- Champion a culture of creative ideation, driving innovation through brainstorming, strategy, and collaborative design processes.

August 2022 - Sept 2024

Creative Director – Global Marketing, Keynote & Presentations, *Expedia Group*

- Spearheaded the development of executive keynote presentations for global conferences, including Explore Conference and Cannes Lions, reaching 2,000+ industry leaders.
- Fostered cross-functional collaboration between creatives, producers, engineers, and executives to enhance project impact and efficiency.
- Developed brand-aligned presentation templates that streamlined communication efforts and enhanced corporate storytelling.
- Partnered with C-suite executives to craft compelling presentations that amplified brand visibility and audience engagement.

July 2021 - August 2022

Freelance, Buffalo Road Creative

- Led creative direction and execution of high-profile presentations and marketing assets for global brands, enhancing brand recognition and strategic positioning.
- Managed and mentored a team of freelance designers, cultivating a culture of innovation and excellence.
- Delivered bespoke storytelling solutions that elevated investor pitches, brand partnerships, and product launches.
- Notable clients include Apple, Spotify, Netflix, Therabody, MTV, and Hyatt Hotels.

October 2015 - July 2021

Lead Designer – Keynote, Marketing Operations, Apple/Beats by Dre

- Directed a team of designers in producing premium client presentations, business pitches, and executive communications.
- Developed high-impact visual storytelling assets for experiential, influencer, retail, and partnership marketing initiatives.
- Conducted extensive photographic research and crafted compelling infographics to enhance presentation engagement.
- Maintained brand guardianship by ensuring all design work adhered to Apple and Beats' stringent branding guidelines.
- Collaborated with agencies and vendors to optimize creative workflows and resource allocation.

February 2015 - August 2015

Design Manager – Brand Marketing and Communications, PMK-BNC

- Led the Creative Team, managing two junior designers and overseeing art direction, workflow optimization, and task management to enhance efficiency and creative output.
- Designed high-impact presentations for client and agency needs, including new business pitches, sell-ins, recaps, and event decks for experiential, influencer, retail, partnerships, sponsorships, and activations, ensuring brand alignment and engaging storytelling.
- Provided art direction and brand guardianship for Channel/Retail Team collateral, including presentations, catalogs, brochures, promotional offers, out-of-home (OOH) assets, and direct mail materials, maintaining consistency while elevating visual impact.
- Conducted extensive photographic research, developed infographics, and transformed complex information into compelling visual narratives.
- Managed key client projects for brands such as Samsung Mobile US, Samsung Electronics America, Activision, Magic Leap, Carrier Networks, and Studio Networks (Lionsgate, Universal), ensuring seamless execution through cross-agency collaboration and vendor management.

EARLIER ROLES

2014: Junior Account Executive & Designer - Brand Marketing & Communications, PMK-BNC

2013: Graphic Designer – Corp Communications, PMK-BNC

EDUCATION

Jan 2010 – Dec 2011

Associate of Arts, Graphic & Visual Communication Design, FIDM

TECHNICAL SKILLS

- Presentation Design: Keynote, PowerPoint, Google Slides
- Design Tools: Adobe Creative Suite, Figma
- Productivity Tools: Google Workspace, Microsoft Office

CORE COMPETENCIES

- Art Direction & Creative Strategy
- Brand Identity Development
- Storytelling & Simplifying Complex Concepts
- Project & Resource Management
- Cross-functional Collaboration
- Time Management & Prioritization
- Problem Solving & Adaptability
- Strong Communication & Self-Sufficiency