

# GABRIELLA WIDGEROW

10 years+ experience in brand marketing design with a unique specialization in presentation design. My focus is translating brand visions into compelling visual narratives that resonate. Storytelling and visual communication are the cornerstones of what I do. Experience working with some of the world's top companies and brand leadership.

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 Los Angeles, CA

 [LinkedIn](#)

 [Work](#)

## NOTABLE SKILLS

Keynote, PowerPoint & Google Slides

Brand Identity

Visual Communication & Storytelling

Art Direction

Layout Design

Creative Strategy

Strategic Thinking

Leadership Relations

Creative Problem Solving

Attention to Detail

Teamwork & Collaboration

Adaptability & Flexibility

Time Management

Self-sufficient & Resourceful

## EDUCATION

January 2011

Associate of Arts - Graphic & Visual Communication Design

FIDM

## EXPERIENCE

August 2022 - Present

### **Creative Director - Brand Design, Keynote & Presentations** **Expedia Group**

As Creative Director of design, I play a critical role in bringing design excellence to life for leadership, using exceptional creativity in visual, presentation and information design.

- Specialize in creating engaging presentations, possessing strong design + animation skills to tell compelling stories.
- Develop creative, story-driven, forward-thinking ideas in presentations, from ideation to completion while ensuring alignment with brand standards, frequently within tight timelines.
- Work collaboratively with other creatives, cross-functional producers, engineers, and Expedia Group's executive leadership team.
- Spearhead large external-facing projects for leadership such as the Explore Conference (2k+ attendees) and Cannes.
- Lead the development of brand templates (Keynote & PPT) across the house of brands that adhere to guidelines.
- Analyze and process feedback to improve the quality of deliverables.
- Became a Keynote instructor for Learning & Development sessions.
- Exceptional attention to detail, including typography, layout and visual hierarchies.
- Excellent understanding of leadership needs, including effective relationship management creating a harmonious work environment.

July 2021 - August 2022

### **Designer (Freelance)**

A specialized focus in presentation and brand design, catering to various clients from large corporations to small agencies, covering a large range of industries

- Notable clients include Apple, Netflix, Uber, Expedia Group, Spotify, MTV, ViacomCBS, Vans, Hyatt Hotels, Athletic Greens, Sony Music Group, Linskys, Curaleaf.
- Built strong relationships with clients by providing exceptional service and efficiency throughout the entire design journey.
- Developed, maintained and implemented brand identities and guidelines.
- Projects included brand presentation templates, investor decks, board decks, marketing decks and general graphic design needs such as marketing collateral, both digital and print.
- Created comprehensive presentations and collateral that increased brand memorability and told effective brand stories.
- Hired, managed and mentored freelance designers for projects.

EXPERIENCE CONTINUED...

October 2015 - July 2021

*Lead Designer | Keynote - Marketing Operations*

**Apple**

- Responsible for designing keynote presentations and content dashboards for all functions across the Beats By Dr Dre Organization, including top-tier Apple executives and leadership.
- Developed and edited sell-in, pitch, agency, talent and partnership decks, including external product launch decks and leadership speaking events.
- Created innovative and custom design packages such as templates to elevate and differentiate branding and marketing, while adhering to both Apple and Beats brand guidelines.
- Collaborated with leadership to develop vision based upon marketing goals and objectives.
- Worked closely with various teams and key stakeholders to achieve desired outcome in telling effective brand stories.
- Managed and mentored freelance designers.
- Developed various content layouts styles, logos, iconography, visuals and product imagery for effective visual enhancement.
- Created custom visuals for infographics and memorable storytelling.
- Utilized creative and campaign assets to tell impactful stories through design.
- Implemented creative concepts in alignment with brand vision and identity.

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February 2015 - August 2015

*Design Manager | Brand Marketing and Communications*

**PMK•BNC**

- Design lead of the Creative Team, which included managing and providing art direction to two junior designers and overseeing process and task management.
- Created visually impactful client and agency presentations that communicated key messaging and content, such as new business pitches, sell-in, recap and event decks for Brand Marketing teams across experiential, influencer, retail, partnerships, sponsorships and activations.
- Heavy photographic research, infographic creation and bringing the presentation to life.
- Adherence to brand guidelines whilst keeping each deck unique and visually enticing specific to its content and brand.
- Clients included Samsung Mobile US, Samsung Electronics America, Activision, Magic Leap, Carrier Networks, Studio Networks (Lionsgate, Universal).
- Provided art direction and brand guardianship of Channel/Retail Team collateral (presentations, catalogues, brochures, promotional offers, OOH assets and direct-to-mail items).
- Organized and utilized available assets, and resourced assets that were not easily available.
- Frequent and efficient communication between other agencies and vendors.

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ROLES PRIOR...

**PMK•BNC**

2014-2015: *Junior Account Executive - Brand Marketing & Communications*

2013-2014: *Graphic Designer - Corp Communications*

**Trailer Park Group**

2014-2015: *Digital Production Artist*