

# GABRIELLA WIDGEROW

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LOS ANGELES, CA

[LINKEDIN](#)

[PORTFOLIO](#)

I transform brand stories into compelling designs and strategic narratives. I specialize in crafting engaging presentations that resonate with global audiences and ensure brand consistency. With extensive experience in design, animation, and brand management, I've collaborated with leaders to create impactful content that drives strategic goals and maintains brand standards.

## NOTABLE SKILLS

Keynote, PowerPoint & Google Slides

Adobe Creative Suite

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



Expedia Group | August 2022 - Present

**Creative Director - Global Marketing, Keynote & Presentations**

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.

- Create engaging presentations with strong design and animation skills to craft compelling narratives.
- Develop and execute story-driven presentation ideas, ensuring brand alignment.
- Excel in a fast-paced environment, consistently meeting tight deadlines.
- Collaborate with creatives, producers, engineers, and executive leadership to foster an effective work environment.
- Lead major projects for executives, including the Explore Conference (2k+ attendees) and Cannes Lion Festival.
- Design brand templates (Keynote & PPT) that follow our House of Brands guidelines for all employees.
- Instruct Keynote software in Learning & Development sessions.
- Provide management, creative direction and mentorship to junior designers.
- Expertise focus on detail in typography, layout, and visual hierarchy.

Buffalo Road Creative | July 2021 - August 2022

**Founder + Designer**

- Worked with notable clients such as Apple, Netflix, Uber, Expedia Group, Spotify, MTV, ViacomCBS, Vans, Hyatt Hotels, Athletic Greens, Sony Music Group, Linskys, and Curaleaf.
- Fostered strong client relationships by delivering exceptional service and efficiency throughout the design process.
- Developed projects including brand presentation templates, investor and board decks, marketing decks, and various graphic design needs for both digital and print.
- Expertise in applying and guarding brand identities and guidelines.
- Hired, managed, and mentored freelance designers for various projects.

Apple/Beats By Dr Dre | October 2015 - July 2021

**Lead Designer | Keynote - Marketing Operations**



- Designed Keynote presentations and content dashboards for Beats and Apple executives.
- Designed pitch, partnership and product launch presentations
- Designed leadership press event materials and presentations.
- Created custom design packages and templates to enhance branding while adhering to Apple and Beats guidelines, including logos, iconography and infographics.
- Collaborated with leadership to align design with marketing goals and objectives.
- Worked with key stakeholders to effectively craft compelling design narratives aligned with brand vision.
- Managed and mentored freelance designers.

## PREVIOUS ROLES...

**PMK•BNC**

2015: *Design Manager- Brand Marketing & Communications*

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

2013: *Graphic Designer - Corp Communications*