

GABRIELLA WIDGEROW

PRESENTATION & GRAPHIC DESIGNER



949-394-4971



gabiwidge@gmail.com



Los Angeles, CA



gabriellawidgerow.com

EXPERIENCE



APPLE INC.

Oct 2015 - Present

Lead Keynote Designer

Marketing Operations,
Culver City, CA

PROFILE

Expertise in visual problem solving and seeing things in a different way.

Passionate, efficient and resourceful designer specializing in presentation and brand marketing design with the ability to take anything and make it look engaging whilst adhering to specific brand guidelines and visual identities.

- Responsible for designing keynote presentations and content dashboards for all functions across the Beats By Dr. Dre Organization, including top-tier Apple executives and upper management, usually in tight deadlines.
- Other tasks include: editing sell-in, pitch, agency, talent and partnership decks and creating custom templates for the Org that are representative of both Apple and Beats brand guidelines and visual ID.
 - These templates include various content layouts styles, as well as logos, iconography, visuals and product hardware for effective visual enhancement.
- Creation of custom vector icons of products - current, new and soon-to-be-released - for infographic and visual storytelling purposes.
- Utilize creative and campaign assets to tell impactful stories through design.
- Daily skills include editorial & layout design, typography, infographic design, color theory, image sourcing, photoshop, editing, creative thinking, time management, teamwork, rapport with top executives.
- Design information, data and content in a stylish, easy-to-understand and hierarchical manner.

Creative Team design lead, which included managing and providing art direction to two junior designers and overseeing process and task management.

- Other responsibilities included creating visually impactful client and agency presentations that communicated key messaging and content.
 - New business, Sell-in, Recap, Experiential, Influencer, Retail, Programming, Sponsorship, Activation, and Partnership decks for Brand Marketing teams.
 - Photographic research, infographic creation and bringing the overall story of 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).
- Oversaw Channel/Retail Team collateral (presentations, catalogues, brochures, promotional offers and direct-to-mail items) to ensure brand guidelines were met according to the specific client.
- Organized and utilized available assets and resourced assets. Frequent and efficient communication between other agencies and vendors.

R&CPMK

Feb 2015 - Aug 2015

Design Manager

Brand Marketing and
Communications,
West Hollywood, CA



GABRIELLA WIDGEROW

PRESENTATION & GRAPHIC DESIGNER



949-394-4971



gabiwidge@gmail.com



Los Angeles, CA



gabriellawidgerow.com



R&CPMK

Junior Account Executive

Apr 2014 - Feb 2015

Brand Marketing and Communications,
West Hollywood, CA

- Designed and created client-based presentations and new business pitches.
- In-depth brand knowledge of clients helped visually represent who they were and told their stories in a unique and effective manner.
- Imagery, infographics and depicting multiple varieties of content and information in a visually appealing and logical way were key.
- Other responsibilities included:
 - Project management of event, promotion & experience creative assets for Samsung Galaxy Studio® activations in malls nationwide and inline space located in Soho, New York, Samsung partnership with Lionsgate and Marvel for activations at San Diego Comic Con 2014.
 - Involved in the creative production on the first-ever Samsung Trial Program.
 - Designed promotional collateral for T-Mobile events. Brainstormed experiential activation ideas. Creative writing and copywriting.
 - Working on-site experiential events such as the Country Music Awards in Nashville, San Diego Comic Con, Samsung Galaxy Mall Studio Tour.



R&CPMK

Graphic Designer

May 2013 - Apr 2014

West Hollywood, CA

- Responsible for creation and design of promotional, marketing and event collateral, both print and digital. Including PowerPoint presentations, one-sheets, flyers, newsletters, emails, editorial content, banners, photography backgrounds, step-and-repeats.
- Clients included Samsung, Samsung Galaxy, Audi USA, Yahoo, Activision, Diageo, Ketel One, Glenlivet Alpha, Best Buy, Nivea, Eucerin, Aquafina, Perrier Jouet, Kitchen Revelry, Aman Villas, Aquafina Flavorsplash, Casamigos Tequila and more.
- Volunteered working events such as the Red Carpet and Media Center at the 65th Emmys Awards and the 2013 American Music Awards.



TRAILER PARK GROUP

Apr 2012 - Apr 2013

Digital Production

Artist,

Hollywood, CA

- Responsible for the development, design and production of more than a dozen iBook projects, spanning a variety of subjects including education, entertainment, medicine, science, and food.
- Developed a new skill while learning to design in a program not taught in design school (iBooks Author). Editorial layout was crucial in both horizontal and vertical formats. Brand guideline adherence according to each book subject was essential.
- Teamwork often used to complete large projects.
- Two iBooks personally designed reached Numbers #1 and #2 on the iTunes bookstore top-selling and top-rated charts in the Arts & Entertainment category.



EDUCATION

The Fashion Institute of Design and Merchandising Los Angeles, CA

- AA, Graphic and Visual Communication Design, 2011

SKILLS

Presentation Design, Layout Design, Photoshop, Illustrator, InDesign, Typography, Art Direction, Color Theory, Time Management, Photography, Digital Media, Email Marketing, Data Visualization, Infographic Design, Conceptual Design, Effective Communicator, Collaboration, Resourceful, Efficient