

GABRIEL CAMPO

Visual Designer

Portfolio ↗

LinkedIn ↗

Gabriel.campeau2@gmail.com ↗

EXPERIENCE

UX/UI Designer

Arrivals + Departures · November 2022 - April 2023 (*Contract*)

- Conduct initial research and design early wireframes for the various agency's accounts.
- Communicating design decisions and ideas effectively to team members and stakeholders.
- Continuously iterating and improving design solutions based on feedback and testing results, ensuring accessibility in all design decisions.

UX/UI and Graphic Designer

The Turn Lab · August 2020 - October 2022

- Design and maintain e-commerce websites for industry-leading clients such as Yamaha Motors, MTCC, and Just Boardrooms mobile App.
- Develop design strategy based on product requirements and user insight from research and analytics.
- Consult with clients to conceptualize problem space and discover current usability pain points.
- Improve current processes by developing and introducing design systems and set of best practices to the organization.

Graphic Designer and Art Director

Freelance · January 2018 - Present

- Provide strategic and creative solutions to optimise project potential by offering services in art direction, graphic design and web design.
- Expertise in digital assets creation, visual design, e-commerce conversion audit, motion design, presentation design, campaign development, and image retouching.
- Build strong client relationships through direct and sustained contact over the course of projects.
- Managing time and hours with respect to project budgets and responsibilities across multiple projects.

EDUCATION

- **Diploma, User Experience Design**
General Assembly
- **Diploma, Advertising & Graphic Design**
Humber College
- **Certificate, Digital Art Production**
Ryerson University
- **Bachelor of Art, Journalism,**
Ryerson University

SKILLS

- Strategic Thinking
- Branding
- Communication
- Project Management
- Design Thinking
- UX / UI Design
- Product Design
- Content Strategy
- Usability Testing
- Agile Production Practices
- Interaction Design (IxD)
- Experience Design (UX/XD)