

# Bonnie Gabrielson

## PROFILE

Designer and creative manager with a background in fashion product development and account relationships. Dedicated to keeping client's success at heart, while promoting effective and thoughtful products.

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## PROJECTS

**Recbook:** Multimedia Cloud Storage

[www.bonniegabrielson.com/recbook.html](http://www.bonniegabrielson.com/recbook.html)

- Research, Architecture, Branding.

**Instock:** Shop Local Stores Online

[www.bonniegabrielson.com/instock.html](http://www.bonniegabrielson.com/instock.html)

- Analysis, UI Design, User Testing.

## SKILLS

Agile Method  
Collaboration  
Content Writing  
Critical Thinking  
Design Systems  
Information Architecture  
Product Development  
Project Management  
Responsive Web Design  
Textile Design  
User Experience Design  
Visual Design

## RELEVANT EXPERIENCE

**User Experience and User Interface Design Apprenticeship**

Bloc Remote February 2018 - June 2019

- Developed creative solutions for responsive web projects with industry expert mentorship. Focus on human-centered UX/UI, using agile principals.
- Executed established processes of user research, user experience, user interface design techniques and front end coding. Techniques include quantitative surveys, competitive analysis, qualitative user personas, user stories, user flows, wireframes, branding style guides, visual design, prototypes, user testing.
- Delivered product that was consistent across channels that maintained design direction and product strategy for mutual client and user success.

**Product Development Manager**

Chaus Inc (Chaus, 1.State, Vince Camuto, VC Casual, CeCe by CS)

New York, NY, October 2012 – February 2018

- Produced seasonal print and color groups for 8 design lines in women's apparel - a fast paced studio environment with up to 400 prints per season.
- Effective liaison between design teams, in house artists, overseas vendors and production team. Closely researched seasonal market trends.
- Improved goods by critiquing print and color through all stages of production from concept to timely approval of bulk goods, clearly communicating updates.

## ADDITIONAL EXPERIENCE

**Mid-Market Account Executive**

Imagetec, Chicago, IL January 2019 – January 2020

- Improved company client data base with targeted market outreach.
- Presented customers with proposals showcasing product and company value, based on computed analysis of workflow requirements.
- Generated positive results by focusing on excellent customer service.

## TOOLS

Adobe Creative Cloud  
Atom  
Axure  
CSS  
Figma  
GitHub  
HTML  
InVision  
JavaScript  
Microsoft Office Suite  
Sketch

## EDUCATION

**Pratt Institute**

Online & Social Media Marketing: Certificate February 2017

**Fashion Institute of Technology**

Textile/Surface Design: Associates Degree Graduation May 2008

- Increasing Sales and Performance Through Brand Management: Course February 2017
- Branding – The Art of Customer Bonding: Course April 2017

**University of Wisconsin-Madison**

Textile Design: Bachelors of Science Graduation May 2007