



GABRIELLA DZIorny

UX DESIGNER

BRAND STATEMENT

I am a UX designer who loves conquering a challenge. My background in graphic design provided me with a strong basis in problem solving, however I craved more strategy in my work. I strive to bring a positive attitude and a strong focus into every project I work on.

RELEVANT EXPERIENCE

UX | UI Consultant

April - May 2019

Wealthy, Financial Literacy + Coaching

- Worked with stakeholder to develop IOS app to scale financial coaching business
- Conducted both competitive and user research used to define problem
- Utilized research to develop wireframes + prototype
- Conducted user testing and used results to iterate design
- Designed pixel-perfect wireframes and specification document

User Experience Design Immersive Student

March - May 2019

General Assembly, New York

- Full time immersive student in the User Experience Design program
- Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations.
- Collaborated with software engineering students to produce responsive website

Marketing Graphic Designer

December 2014 - September 2018

JD Beauty Group

- Worked on multiple beauty brands such as Wet Brush and Biolonic
- Developed logos and visual identities for new brands to ensure consistency
- Conceptualized and created both printed and digital advertisements
- Communicated with vendors to bring collateral from conception to completion
- Brainstormed and Designed email blasts
- Created social media content based on user research
- Managed and executed all in house photography and retouching
- Constructed and designed product packaging

Student Associate Graphic Design

January 2014 - May 2014

Madison Square Garden Entertainment

- Reformatted Performers artwork into MSG posters and collateral
- Produced animated designs for LED boards
- Illustrated artwork used in programs for the Radio City Rockettes
- Developed concepts and materials for Garden of Dreams foundation

LOCATION

Greater New York City

PORTFOLIO

gabrielladziorny.com

EMAIL

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PHONE

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LINKEDIN

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SKILLS

UX DESIGN PRACTICES

- UX & UI Design
- Information Architecture
- Competitive Analysis,
- User Research
- Affinity Diagramming
- Persona Creation
- Sketching
- Wireframing
- Prototyping
- Presenting
- Storytelling
- Visual Design

SOFTWARE

- Adobe Creative suite
- Invision
- sketch
- keynote / powerpoint
- Basic HTML + CSS

EDUCATION

GENERAL ASSEMBLY

UX Design | 3 month Immersive course

SETON HALL UNIVERSITY

B.A. | Graphic, Interactive and Advertising Design
3.6 GPA | Magna Cum Laude

HOFSTRA UNIVERSITY

HTML + CSS | Continuing Education Classes