

# GABRIELLA ORTIZ

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## EDUCATION

- Fall 2018 - Spring 2021 **Parsons School of Design**  
BFA in Design and Technology
- Fall 2015 - Spring 2017 **University of Vermont (UVM)**  
BS in Computer Science, Minor in Applied Design  
Certificate in Computer Software

## SKILLS

- Adobe Suite
- Web design
- Web dev
- Shopify Liquid
- HTML
- CSS
- Javascript
- Github
- Python
- C++
- Java
- React + Redux
- Arduino
- Raspberry Pi
- Processing

## WORK EXPERIENCE

- April 2019 - Current **Orseund Iris *Freelance Digital Design and Technology***
- Design and send all e-communications.
  - Designed, coded, and deployed Orseund Iris Radio site.
  - Design updates to Shopify e-commerce site, manage freelance web developer to code and deploy.
  - Launch and maintain Pinterest Business account according to growth strategy Engagement increased by 11,566% in one year.
- July 2017 **Glossier *Tech Team Intern***
- Worked closely under Digital Designer during period of transition from Adobe Creative Suite to Sketch
  - Contributed feedback on various digital design projects including email and web content
  - Participated in creative team brainstorm meetings
- May 2017 - August 2018 **Glossier *Showroom Editor***
- Used a deep understanding of Glossier aesthetic and visual language to seamlessly translate the online brand to a real life experience
  - Communicated one on one with customers to provide personalized advice and product recommendations
- May 2016 - July 2016 **Pinterest *Software Engineering Intern***
- Utilized HTML, CSS, Python, Javascript, APIs, as well as React and Redux as an Engineering Intern on the Partner Experience Team to complete a various range of projects
  - Collaborated on a team to build a browser extension
  - Designed and coded the new user experience (NUX) feature for the browser extension
    - Scheduled and conducted user testing for potential NUX feature designs
    - Implemented changes based on team feedback and results from user testing of multiple prototypes