

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 complete bi-weekly email newsletters.
- Developed and launched Orseund Iris Radio site.
- Manage and assist freelance web developer with changes to Shopify e-commerce platform.
- 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