# Gabrielle DiPietro, Graphic Design

# **Experience**

# Creative Coder for Lincoln Financial Group, Contractor for Mission Staff

October 2019-Present

Designed new and edited existing email templates for LFG's brand campaigns via HTML and CSS. Designed web landing pages for campaigns. Contributed and created imagery for the DAM (Digital Asset Manager).

# Junior Designer, Artscope Magazine

Sep 2017-May 2019

Redesigned the overall layout and typographic system of the publication. Represented the brand at museum and gallery functions across New England. Aided in AS web and app development via Wordpress, HTML and CSS. Designed independent artist and gallery ads to run in the publication. Trained and managed creative interns.

# Design Intern, Pinkergreen Design

May 2018-Aug 2018

Designed client marketing materials for print and web. Proposed and designed logos for different clients. Sourced and produced content for PG social platfoms. Designed business cards, postcards, clothing tags and icons for new and established brands.

# Graphic Designer, BU Student Health

Mar 2018-May 2019

Designed postcards and newsletters to be sent to the greater Boston community. Designed materials for "Screw Up Stand Up," a traveling exhibition. Printed materials include banner and sticky notes.

# Marketing Assistant, BU Arts Initiative

May 2017-May 2019

Created print and web designs for arts and culture events at Boston University, open to the Boston community. Redesigned business cards and stickers. Designed a t-shirt for the Student Advisory Council.

#### Design Intern, Artscope Magazine

May 2017-Aug 2017

Worked on a rebranding strategy and guide. Designed collateral including business cards and postcards.

Managed the listings and centerfold email accounts.

# Graphic Designer, BU Hillel Foundation

Sep 2016-Aug 2017

Designed flyers, banners, social images, and digital screens for events sponsored by Hillel.

#### Education

# BFA Graphic Design, Boston University

Magna Cum Laude, GPA: 3.85/4.0 Classes: Graphic Design, Web Design, Typography, Interactive Design, UI/UX, Silkscreen, Book Arts, Digital and Analog Photography, Painting, Drawing, Sculpture, Collage, Color, History of Graphic Design, Contemporary Art History

# **Communication Minor**

Classes: Advertising, Art Direction, PR, Marketing, Portfolio Development, Journalism

### COMA Studio Workshop, Amsterdam

Feb 2017-Mar 2017

#### **Freelance**

# Design Vendor, Boston University

Sep 2019-Present

# Photo Retoucher, Solomon's Carpets

Jan 2019-May 2019

#### **Skills**

## Design, Software

Adobe Indesign, Illustrator, Photoshop, XD, Muse, Dreamweaver and After Effects, Microsoft Office

#### Photography

Digital, Analog, Photo Retouching

#### Development, Email

HTML, CSS, JavaScript, P5.js, Python, Wordpress, Constant Contact, Mad Mimi, Outlook, Eloqua

#### **Textiles**

Pattern Making, Sewing, Fabric Design,

#### **Awards**

#### **Deans List with Distinction**

May 2016-May 2019

#### National Association of Women Artists

Nominated and Awarded May 2019