



# Gabriella Galvez

Diploma, RED Academy; UI Design  
BFA, Emily Carr University of Art & Design; Illustration

references available upon request

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## Skills

- Wireframing
- Storyboarding
- User Research
- Brand Ideation
- Userflow Creation
- Site Mapping
- Agile Scrum Standups
- User Experience Design
- Lo-Fi to High-Fi Prototyping
- Design Sprints
- Digital Illustration

## Tools

- Photoshop
- Illustrator
- InDesign
- Sketch
- Invision
- Principle
- Zeplin
- Wacom Tablet
- Basic HTML, CSS, JavaScript

## Work

### Bella & Wren

Responsive Web Design

Art Direction, Lead UX/UI Designer

After branding their men’s clothing store, Bella & Wren hired me to design their online e-commerce store and firm up their branding. I enjoyed working with Shopify and taking the project from UX research to the hi-fi prototype and onto development.

### The Academy of Tomorrow App Design

UI Designer

I worked on a team to bring TAoT’s vision to an app format, collaborating with UX designers to create strategic UI design that aids the user emotionally to complete their user journey.

### Integrate Play Solutions Responsive Web

UI Designer

Collaborating with UX designers, I worked on a team to provide the UI design for a responsive website that balanced IPS’s nature of playfulness with a corporate user demographic.

### Glass Canvas

Graphic Designer

I worked with the Creative Director and Communications Director to create captivating visual print pieces to tell the stories behind various charitable organizations.

### Anewall Decor

Lead Designer, Illustrator

The role of lead in-house designer at Anewall Decor involved collaborating with the Creative Director to create original patterns, murals and prints that fit under their established brand. The role required an expertise in pattern design, a keen eye for colour, texture, the ability to be versatile and create quickly.

### Team Orange

Illustrator

Illustrating a children’s book required translating the established branding of Team Orange into a palatable children’s aesthetic. You can find my work for them in various Chapters Indigos.

### Dalit Freedom Network

Graphic Designer

I worked closely with the communications director to create stimulating print pieces for the organization, including branding their Hope for Dalit Women campaign.

## Featured in

IKEA Canada

Chapters Indigo

Anthropologie