

# Gabrielle Loeff

UX Designer | Portfolio: gabriellesophia.com

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UX Designer with a unique blend of creative instincts and business acumen, specializing in complex enterprise and technical systems. Currently at Amazon Robotics, driving UX strategy for tools that support cross-functional teams in robotics deployment, manufacturing, and supply chain—focusing on reducing friction and enabling confident decision-making at scale. Trusted as a cross-functional partner and UX point-of-contact across orgs, I turn fragmented workflows into cohesive, scalable platforms through research-led, audit-informed design systems that drive measurable outcomes.

## EXPERIENCE

**UX Designer**

Contract

Amazon - Fulfillment Technologies & Robotics

May 2024 - Present

Lead UX Designer within Global Robotics Delivery, embedded in the Software, Systems, and Data Science team, responsible for strategic UX across supply chain, manufacturing, and engineering tools. Trusted cross-functional partner to PMs and engineers, aligning design with roadmap priorities and conducting internal UX audits to raise design maturity across teams.

- Redesigned 2 mission-critical enterprise tools, reducing operational disruptions across robotics delivery, manufacturing, and supply chain teams
- Increased CSAT by 76% for Egret and achieved 100% task success for Tailorbird workflows
- Presented insights to leadership, securing budget for UX expansion; led hiring and onboarding of new designer
- Established heuristic review methodology reducing violations by 80.56% and dev iterations from 7 to 1
- Boosted cross-team efficiency by 15–22% via streamlined UX delivery and reusable component strategy

**Key Projects:**

**Egret (Resource Allocation):** Reimagined planning tool with 76% CSAT lift, 22% faster completion, 70% fewer misclicks, saving thousands of engineer-hours per quarter

**Tailorbird (Plan of Record):** Led end-to-end UX for 6-month platform replacement, achieving 100% task success and laying the groundwork for unifying multiple internal tools into a cohesive ecosystem

**Digital Product Designer**

Full-Time

Charles River Analytics

Aug 2022 - Mar 2024

Lead UX for defense R&D firm. Sole designer managing multiple SBIR/DARPA programs. Led product strategy, research, and interface design for technical workflows.

- Developed visualization framework using self-organizing maps for real-time AI data analysis
- Designed interfaces reducing cognitive load for IT administrators in defense operations
- Created evaluation and feedback tools to streamline testing cycles for AI/ML prototypes

**Key Projects:**

**Cookie.IO:** 9-month R&D initiative for data analysis platform. Delivered UI framework with self-organizing maps, parallel coordinates, and AI-assisted workflows

**Campus Connect:** Designed a real-time network monitoring dashboard for infrastructure management teams

**UX Designer**

Full-Time

Curaytor

Sep 2021 - May 2022

Sole UX Designer on a real estate marketing CMS platform. Led large-scale redesign driven by a strategic business pivot. Responsible for the full UX lifecycle — from stakeholder interviews and feature ideation to usability testing, A/B testing, and high-fidelity design delivery.

- Defined research plan and conducted interviews with agents, resulting in 3 prioritized roadmap pivots
- Redesigned homepage and listing editor to improve usability and reduce onboarding friction
- Partnered with engineering to scope MVP rollout and led design QA to ensure fidelity

## SKILLS

**UX Strategy & Research**

User Research, Rapid Prototyping, Wireframing, Visual Design, Heuristic Evaluation, UAT, Process Mapping

**Tools**

Figma, Sketch, Adobe XD, Creative Suite, Balsamiq, HTML+CSS

**Methodologies**

Quantitative Analysis, A/B Testing, Knowledge Elicitation, Data Visualization

## EDUCATION

**UX Design Certificate**

Cornell University

**Design Thinking & Industrial Design**

Rhode Island School of Design

**BA Business & Fine Art**

Brandeis University

## RECOGNITION

Remix Grant • Brandeis Arts Grant • Scottsdale Artists' League Scholarship • Dean's List