

Gabriela Huser

GABRIELAHUSER.COM

PROFESSIONAL PROFILE

Accomplished graphic designer in print and web.
Dedicated to maintaining brand integrity and ensuring successful project completion.

EXPERIENCE

RESTORATION HARDWARE, FREELANCE DESIGNER

corte madera, ca, july 2007–present

Designed and published product-related graphics and marketing emails for *RestorationHardware.com*, successfully launched *RhBabyandChild.com* and created seasonal graphic updates for both websites. Designed PR books, trade books, direct mail postcards, posters, and in-store signage for Restoration Hardware stores.

KLM CREATIVE, FREELANCE DESIGNER

san francisco, ca, march–may 2007

Designed print collateral, presentations, event and sales materials for *Sun Microsystems*.

TAPROOT FOUNDATION, VOLUNTEER DESIGNER

san francisco, ca, october 2006–february 2008

Volunteer designer for the largest nonprofit consulting firm in the country. Redesigned the website of a nonprofit medical clinic, *Lyon-Martin Health Services*. Scheduled and coordinated client meetings to establish goals. Prepared thorough presentations to show client design concepts. Project managed and art directed all visual aspects of the site including coordination of photo shoots. Delivered a fresh and improved design for their website by updating the site's look, strengthening their brand message and improving the website's navigation.

THEME CO-OP PROMOTIONS, GRAPHIC DESIGNER

san francisco, ca, march–december 2006

Collaborated with Creative Director in writing creative briefs, strategic headlines and taglines. Designed print ads and POS materials for co-branded campaigns for consumer packaged goods. Client list included *Coca-Cola*, *Del Monte*, *Frito-Lay* and *Ocean Spray*.

MARKETING DRIVE WORLDWIDE, ART DIRECTOR

boston, ma, june 2001–july 2005

Oversaw the work of five graphic designers and production artists for the *Gillette* account. Mentored incoming graphic designers and account executives on client brand guidelines. Created concepts and designs for promotional print ads, direct mail, POP and display signage. Worked with art directors and account executives in creating campaigns for product launches and in successfully winning new business accounts when responding to RFPs. Worked with account team to grow key client business and increase agency revenue. Client list included *Gillette*, *EPA*, *Georgia Pacific* and *ExxonMobil*.

SMASH ADVERTISING, GRAPHIC DESIGNER

boston, ma, june 1999–january 2001

Designed print ads, posters, collateral material, logos and web banners from concept through production. Client list included *The History Channel*, *The Golf Channel*, *Oxygen Network* and *Ringling Brothers*.

EDUCATION

Rhode Island School of Design, BFA, Graphic Design

providence, ri, 1993–1997

SKILLS

Adobe Creative Suite 3: Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat.

QuarkXPress, Microsoft Office Suite.

Languages: English, Portuguese, conversational Spanish.

Award: Golden Pants Award, 2004, voted by co-workers as most valuable team player.