Gabrielle Shallahamer

Visual & UI Designer

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Professional Summary

Accomplished UI and Visual Designer with extensive experience creating user-focused digital solutions across web and mobile platforms. Proven expertise in wireframing, prototyping, scalable design systems, and A/B testing that drives measurable results, including increased conversions and stronger user engagement. Expert in Figma and Adobe Creative Suite, with a strong ability to translate complex requirements into intuitive, visually engaging interfaces. Skilled cross-functional collaborator who partners with development, product, and marketing teams to deliver cohesive digital experiences that balance user needs with business objectives.

Work Experience

Visual Designer at Microsoft (Aquent)

Contractor | November 2025 - Present

As part of the Surface and Windows Commercial delivery team, I collaborate on website designs and refine digital experiences, focusing on accessible, brand-aligned, scalable components.

- Collaborated with the design lead on the large-scale FY27 Surface website redesign and transition to a new development platform, creating scalable Figma components aligned with Storybook and supporting implementation through Contentful.
- Contributed to the Windows Commercial redesign, creating responsive UI designs and adapting established Figma design system components to align with development requirements.
- Developed reusable component documentation and design frameworks to improve consistency, define requirements, and streamline handoffs.
- Partnered with content strategist, developers, project managers, and brand teams to translate business requirements into production-ready designs, incorporate stakeholder feedback, and prepare detailed Figma handoff documentation.
- Supported website launches and quality assurance in eight markets, reviewing designs for visual consistency, accessibility, and responsive behavior.

Visual & UI Designer at Viscosity North America

Independent Contractor | January 2024 - Present

- Designed the UI and contributed to the front-end development for OraPubs AI Assistant "Shane," – a specialized Oracle performance AI with a unique surfer persona (#surfershaneai) that seamlessly integrates Viscosity and OraPub performance content.
- Modernized a company blog through UX planning and high-fidelity Figma designs, establishing a design system and implementing the front end using Cursor.
- Developed compelling marketing collateral using Adobe Creative Suite and Figma to effectively communicate complex technical offerings and strengthen overall brand cohesion.

Visual & UI Designer at Outerly

Independent Contractor | July 2023 - October 2024

- Designed the company logo and established the initial visual identity and design system with a centralized brand center, aligning creative outputs with overarching brand strategy.
- Partnered with developer to craft the mobile product MVP in Figma, applying refined visual design and UI principles to user flows and wireframes.
- Crafted detailed brand illustrations and design documentation to facilitate uniform implementation of visual identity across marketing channels.

Visual & UI Designer at Panther

January 2022 - July 2023

- Designed a new visual identity, brand guidelines, and a centralized brand resource library, and collaborated cross-functionally to ensure consistency across all touch-points, from marketing materials to product UI and sales resources.
- Redesigned the company website, improving its visual design and UI while contributing to an estimated 10-15% reduction in bounce rate.
- Optimized and increased website and landing page conversions by approximately 22% through data-driven insights obtained from heat map research and A/B testing.

Tools

Figma • Adobe Creative Suite • Storybook (component reference) • HTML5 / CSS3 • Cursor • Webflow • WordPress

Skills

UI/UX Design • Responsive Web Design • Wireframing & Prototyping • Design System & Component Libraries • Web Accessibility (WCAG) • Project Management • Visual Identity & Branding • A/B Testing & Optimization • Digital Marketing • Design Documentation & Handoff • Illustration & Icon Creation

Education

Trinity Western University | Bachelor of Arts (Honours), Art & Design

April 2016

Certifications

The Interaction Design Foundation | User Experience: The Beginner's Guide

August 2021