

Hello, I'm Gabriela Chan.

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EXPERIENCE

OCT 2024 - CURRENT

Piper Republic, Remote

VISUAL + PRODUCT DESIGNER

A multimedia company focused on sustainability in architecture and design, where I led a rebrand and web redesign to create a high-fidelity prototype in Figma.

- Interviewed 10 users to gain insight on their experience and frustrations with sustainability in the design and architecture industry.
- Collaborated with a team to evaluate the client site using heuristic analysis, studying the user flow, and creating a site map to improve the efficiency of navigation.
- Created a component library and style guide that reflected the brand's visual identity and responded to user feedback.

DEC 2021 - AUG 2021

555 International in Chicago, IL

SENIOR DESIGNER

A bespoke fabrication and design firm that that creates tailored solutions. I managed 3 projects at a time, collaborating with a team of architects, contractors, and engineers to integrate design with structural and mechanical systems.

- Created and presented unique, compelling design concepts tailored to hospitality environments, including 2 restaurants, 2 branded retail stores, and 3 corporate buildings.
- Developed and managed project budgets totaling \$400,000 - 900,000, including cost estimation for custom fixtures, furniture, and finishes.
- Visited project sites 2 to 6 times per quarter locally and nationwide to oversee installation and ensure design integrity during the build phase.

FEB 2021 - DEC 2021

The Gettys Group Companies in Chicago, IL

DESIGNER III

Luxury hospitality design consulting agency creating design concepts per brand guidelines for major hotels including Marriott, Westin, and Renaissance Hotels.

- Produced construction-level drawing sets including finish plans, RCPs, elevations, and specifications for contractors and builders.
- Optimized space utilization for aesthetics, functionality, and guest experience, considering flow, accessibility (ADA), safety, and comfort.
- Incorporated eco-friendly design principles and sustainable materials to meet green building standards (LEED).

SEPT 2018 - SEPT2020

AvroKo Hospitality Group & Brand Bureau in New York, NY

DESIGNER

A creative strategy, branding, and development agency, where I coordinated visual design assets for 6 projects to align with brand identities and goals for clients including Quality branded restaurants and The Walt Disney Company.

- Prepared detailed mood boards, sketches, and 3D visualizations to communicate design ideas to clients and stakeholders.
- Stayed up to date on trends in hospitality design, materials, and technology by networking with vendors and going to national and global industry events like BDNY, ICFF, Neocon, and HD Expo.

SKILLS

Design | Illustration + UI graphics • User flows • Concept sketching • Wireframes + Mock ups with Balsamiq and Figma • Presentation layouts + concepting • Editing in Adobe Photoshop • style guides + pattern library • Web + mobile design

Prototyping | Rapid prototyping using Figma + Balsamiq • Interactive flow with Webflow

Research | Heuristic evaluation • Contextual inquiry • Task analysis + User testing • Personas • Journey mapping • Affinity mapping • (WCAG) Accessibility audit • Information Architecture

Tools | Figma • Adobe InDesign • Photoshop • Blender • 3Ds Max • SketchUp • AutoCad • Webflow

EDUCATION

General Assembly | NOV 2024

User Experience Design Immersive

Designed solutions across mobile and web applications. Collaborated with and led UX teams to complete projects from research to designing clickable prototypes.

Pratt Institute | May 2018

BFA Major Interior Design, Minor Psychology

Created projects that respond to client needs while considering the technical application. Participated in design competitions involved in sustainability.