GABRIELA CHAN

Product Designer Chicago, IL

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*Elevating how people navigate space in all dimensions by pairing **curiosity** with **strategic thinking.***

Technical Skills

Design | Illustration + UI graphics • User flows • Concept sketching • Wireframes + Mockups 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

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Professional Experience

Amber Agriculture | Product Designer, Contract | Chicago, IL   February 2025 - Current
A startup in the agriculture tech industry bringing innovative grain storage solutions to farmers across North America where I stayed up to date with UX best practices, emerging trends, and competitive B2C market dynamics.
- Collaborated with UX Research from farmer interviews and the sales team to understand the behaviors, motivations, and pain points of farmers.
- Designed wireframes, prototypes, and high-fidelity interfaces that align with user needs and business objectives.
- Conducted usability testing and iterated designs based on feedback and performance metrics, executive stakeholders, and developers to create engaging user experiences.

Piper Republic | Visual + Product Designer, Contract | Remote   October 2024 - April 2025
A multimedia company focused on sustainability in architecture and design, where I led a website redesign to increase site traffic and click rates across platforms.
- 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 sitemap to improve the efficiency of navigation.
- Presented and justified design decisions to stakeholders, ensuring alignment with user and business goals while assisting in maintaining and evolving design systems to ensure a cohesive user experience across web applications.

555 International | Senior Designer | Chicago, IL   December 2021 - August 2024
A bespoke fabrication and design firm 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.

The Gettys Group Companies | **Designer III** | Chicago, IL   February 2021 - December 2021
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).

AvroKo Hospitality Group & Brand Bureau | **Designer** | New York, NY   Sept 2018 - Sept 2020
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.

UX Projects

Home Now | **Project Lead** | Web Application Design
- **Design Systems Creation**: Developed and maintained consistent design systems, including UI components, style guides, and pattern libraries.
- **Heuristic Evaluation**: Performed heuristic evaluations to identify usability issues based on established design principles and improve user experience.
- **A/B Testing**: Participated in A/B testing of design variations to determine which performs best for the target audience.

K&T Art Supply | **Independent** | Website Redesign
- **Accessibility Standards**: Incorporated accessibility best practices to ensure digital products are usable by people with disabilities (WCAG compliance).
- **Interaction Design**: Designed interactive elements such as buttons, menus, and transitions that enhance usability and engagement.
- **Usability Testing**: Planned and conducted usability tests to evaluate the effectiveness of designs and identify areas for improvement.

Wanderlog Backup Plans | **Independent** | App Feature Development
- **User Research**: Conducted ten user interviews, surveys, and ten usability tests to gather insights into user behaviors, needs, and pain points.
- **Persona Development**: Created detailed user personas and journey maps to represent the target audience and guide design decisions.
- **Wireframing & Prototyping**: Developed low-fidelity wireframes and high-fidelity prototypes using sketching, Balsamiq, and Figma

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Education
General Assembly | **User Experience Design Immersive** | Remote   August 2024 - November 2024
Pratt Institute| **BFA Major Interior Design, Minor Psychology** | NY, Brooklyn   Class of 2018