

Gabrielle Fernandez

Product designer & Programmer

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Experience

UX Designer

OctaVision Consulting Washington, DC

Aug '24 - Dec '24

- Led user research to uncover the root causes of student disengagement and create a plan to address them which resulted in a 16% increase in event attendance.
- Proposed strategic initiatives, including community events and school wide programs to encourage a stronger community.
- Designed a comprehensive brand guide, standardizing visual assets to help staff create cohesive communication materials.

UX/UI Design Intern

Playbook Sports Hoboken, NJ

May '24 - Aug '24

- Responsible for creating a comprehensive style guide which front-end developers referenced to maintain a consistent website design.
- Conducted usability evaluations by analyzing recurring pain points, and prioritized areas for redesign.
- Developed and presented multiple UI solutions to the product solutions team for implementation.
- Worked cross-functionally with developers and stakeholders to refine UI updates, guaranteeing alignment on design goals.

Graphic Designer

Coils to Locs Washington, DC

Jan '24 - Apr '24

- Reimagined a new edition of the wholesale product catalog, modernizing its layout and improving clarity for bulk buyers.
- Curated a set of colors, fonts, and layouts to update the catalog's visual identity.

Logo Designer

Purposeful Literacy Washington, DC

Jan '24 - Apr '24

- Designed a new company logo, iterating through multiple versions based on needs and feedback.

Education

The George Washington University

Washington, DC

May 2025

BFA of Interaction Design

Minor in Computer Science

Cumulative GPA: 3.5

Involvement

Organization Member

GW Design Student Association Washington, DC

Feb '24 - Present

- Fostered an inclusive design community by organizing and volunteering at events that promote creativity, innovation, and collaboration.

Technician

Digital Photo studio Washington, DC

Jan '25 - Present

- Provided technical assistance, troubleshooted, and guided users through printing solutions.

Graphics Team Member

Black Ace Magazine Washington, DC

Jan '23 - Dec '23

- Designed magazine layouts to showcase events and stories highlighting Black culture at GWU.

Skills

Figma/Figjam

Adobe Creative Suite

Jira

Blender

Unity/C#

Java

JavaScript

HTML

CSS