gabi restrepo

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Redrestrepo@gmail.com

EXPERIENCE

PETERMAYER / DESIGNER
(SPRING 2023–PRESENT)

Collaborates with strategy and creatives to design digital and print campaigns for clients through motion and stills. Assists in optimizing and managing consistent design systems across all media to collaborate with outside vendors. Works with the new business team to design presentations to create a compelling narrative. Build culture and inspire PETERMAYER through designing social content and brand visuals across multiple platforms.

THE MARRIAGE PACT / DESIGNER & LAUNCH TEAM DESIGNER
(FALL 2020–FALL 2024)

Led marketing launches at 12 universities, creating digital and print graphics that engaged 50% of each campus. Designed campus reports, maintained brand consistency, and produced various marketing assets including social media, website, and email content. These efforts contributed to raising a $5M seed round and acquiring 300,000 new users in 2022.

GLANTZ / JUNIOR DESIGNER
(FALL 2020–SPRING 2023)

Winner of the 2021 Glantz "Rookie of the Year " award. Designed brand identities and websites for clients, creating logos, business cards, presentations, and product designs. Developed websites from architecture to UI/UX. Participated in client meetings and helped improve studio processes.

SWING CAMPAIGN / CREATIVE DIRECTOR
(FALL 2020–SPRING 2021)

Modernized company brand style guide, boosting social media users by 150%. Applied new brand style to all collaterals and app design. Enhanced app visual design. Managed social media presence across multiple platforms, creating content to drive traffic.

EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS
B.F.A. in Communication Design and minor in Art History & Archaeology, 2020

SKILLS

Brand Identity Design

Social Media Design

Accesibility Design

Advertment Design & Animation

Deck Design

Communication

Concepting

Web Design

Packaging

PROGRAMS

InDesign, Illustrator, Photoshop, After Effects, & Animate

Figma

Microsoft Word, Excel & PowerPoint

Google Web Designer

Sketch

Innovid

HTML, CSS, knowledge of Javascript

LANGUAGE

Fluent in Spanish