

# GABRIEL S. ROBRENO

## WEB & DIGITAL DESIGNER

📍 Garland, TX 75043    📞 (469) 328-3353    ✉️ gabriel.robreno@yahoo.com    🌐 /in/gabriel-robreno

Web & digital designer with 7 years of experience in front end web design and visual & digital design. Industry experience following graduation, includes working for an American company (First Screen), headquartered out of Dubai. Adept at developing innovative digital solutions and optimizing web performance, well versed in cross-functional teamwork and communication, driven, determined, dedicated, and responsible. Willing and eager to enhance skills and apply new skills quickly and accurately as need for job requirements.

## EDUCATION

June 2014 - Sept. 2017    **Bachelor of Fine Arts in Graphic & Web Design, Art Institute of Dallas**

## SOFTWARE SKILLS

- » Adobe CC –Photoshop, Illustrator, Indesign, Dreamweaver, XD
- » Front End Web Design, UI/UX, Visual Design
- » Figma, Sketch
- » CMS Platforms – WordPress, Shopify, Squarespace, Magneto
- » Microsoft Office – Word, Excel, Powerpoint, Outlook
- » HTML5, CSS/Bootstrap, JavaScript, SaaS
- » Editorial & Print Design

## EXPERIENCE

- June 2021 - Present    **Freelance Web Designer**  
**Balloon Therapy** – Dallas, TX
- Develop and implement innovative designs to elevate the company's web presence. Manage all websites for web functionality, front end attributes, bug fixes, DNS setup, and migrations. Create vehicle wrap graphics for all company vans, located across multiple states.
- Oct. 2017 - Dec. 2022    **Web & UI Designer**  
**First Screen** – Dallas, TX (Headquartered in Dubai, UAE)
- Independently self-managed creative projects for the American office in collaboration with the design team at the Dubai headquarters. Traveled internationally for the enhancement & advancement of planned projects & training. Managed 25+ websites for brand expression, visual design, bug fixes, and overall web functionality. Created 100+ mobile-friendly landing pages for subscription-based applications. Modified legacy websites to accommodate responsive design parameters. Prepared user-centered UX subscription flows, low & high fidelity prototypes, and one-sheets for marketing campaigns and presentations. Served as creative liaison & facilitated B2B presentations for mobile networks like Verizon Wireless, TMO/Sprint, and TELUS. Engaged in user-centered A/B Testing for QA environments. Developed google ad web banners for product promotion.
- July 2017 - Sept. 2017    **Web & Graphic Design Intern**  
**CK Creative Studio** – Dallas, TX
- Assisted in developing and managing websites. Managed and organized design briefs and logo presentations. Codesigned logos, social media ads, and other brand elements for company clients.
- Sept. 2016 - June 2017    **Graphic Designer**  
**The Art Institute of Dallas** – Dallas, TX
- Managed print production, prepress, and advertising concepts for design work, college events, and promotions. Collaborated and facilitated event promotion with Student Affairs.