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GISELLA GORDON

DESIGNER

EDUCATION

Drexel University

Present-June 2026

B.S in Graphic Design

UX/UI Minor

GPA:3.60

CLUBS

Drexel Westphal Student Council

AWARDS

Deans List

Founder's Scholarship

Westphal Portfolio Scholarship

SKILLS

Adobe After Effects

Adobe Creative Suite

Figma

Photography

Python

Screen-Printing

Typography

Webflow

Wire-Framing

WORK EXPERIENCE

Please Understand Me | Coloring Book Design

July 2024-Present

- Published and sold coloring books, successfully securing placements in two retail stores
- Leveraged Adobe Creative Suite to design engaging and interactive visuals, enabling users to color and personalize their experience
- Embraced process work and sketching techniques to conceptualize and refine design ideas, facilitating clear communication of concepts
- Utilized grid work techniques in Figma to design clean, structured book pages, enhancing readability and visual appeal

Graphic Design | Album Cover Design

May 2023-Present

- Utilized Adobe Creative Suite to create visually stunning and original artwork that resonated with target audiences and created a brand identity
- Designed custom album covers for various music genres, capturing the essence and vision for each artist
- Managed multiple projects simultaneously, meeting tight deadlines and delivering high-quality designs

Creep | Freelance Artist

April 2020-Present

- Participated in art exhibitions and events to promote artwork and expand networks with artists, collectors, and clients
- Designed an e-commerce website showcasing artwork and printmaking projects, highlighting services and client testimonials for a global audience.
- Explored diverse artistic mediums, including painting, screen-printing, and digital art, to create innovative and original pieces

Medport Diner | Server

December 2021-Present

- Demonstrated exceptional customer service skills by consistently receiving positive feedback and maintaining high satisfaction ratings
- Adapted quickly to changing situations and resolved customer concerns promptly and professionally, preserving positive relationships
- Worked effectively in a team environment, supporting colleagues during busy periods and contributing to a positive workplace culture

RELATED COURSEWORK

Branding Design

Computer Imaging I,II

Interaction Design

Logo Design

Motion Graphics

Publication Design

Typography I,II

User Interface Design I,II

Visual Communications

Web Graphics I,II,II