

# Gabriel Hollins

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## Graphic / Web Designer

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www.gabevsart.com/design

### → Summary

Dynamic Graphic/Web Designer, Illustrator, and Social Media Manager with 7+ years of experience in the media, print, contract, and freelance industries. Proven track record of delivering high-quality designs swiftly, enhancing user experience, and driving business growth. Expert in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere), Microsoft Office Suite, and web design applications (Word-Press). Adept at branding, SEO, UI/UX design, and project management. Skilled in bridging the gap between conceptual ideas and achieving a brand's ideal appearance. Known for innovative design solutions, effective communication, and the ability to manage multiple projects simultaneously.

## Education

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### → BA Fine Arts / Graphic Design 2019

Norfolk State University,  
Norfolk, VA

## Capabilities and Skills

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Adobe Creative Suite	Image Manipulation
Branding / Identity	Logo Design
Creative Thinking	Motion Graphics
Critical Thinking	Problem-Solving
Detail Oriented	Project Management
Effective Communication	SEO
HTML/CSS	UI/UX Design
Illustration	Web Design

## Notable Clients

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- The US Dept. of Housing and Urban Development
- Attain Creative Communications
- CDC Drug Free Communities
- Blue Aura Wellness

## Experience

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### → Graphic / Web Designer 2022 - Present

Skytech Gaming  
Ontario, CA

- Led the creation of web and social media assets, doubling monthly website revenue from \$1 million to over \$2.2 million and increasing web traffic from 100k to over 200k monthly.
- Managed 3-4 projects simultaneously, utilizing WordPress and Adobe Creative Suite to deliver high-quality designs.
- Collaborated daily with marketing and product teams via Slack, email, and meetings, and led product design projects, including managing a designer on the Taiwan team.
- Innovated brand identity and overhauled email marketing design. Enhanced product listings and customer experience.
- Worked closely with C-suite executives on marketing, branding, and product design projects, maintaining effective communication.
- Maintained and enhanced overall website design, ensuring consistency and superior user experience.

### → Graphic Designer 2021 - 2022

VDX Distro  
Los Angeles, CA

- Sole graphic designer responsible for creating monthly marketing assets for 10+ distribution centers, contributing to a monthly sales record of \$60k.
- Collaborated daily with a cross-functional team of three to produce high-quality designs.
- Innovated design style and language, enhancing the effectiveness of email and social media campaigns.
- Managed relationships with distribution centers, ensuring timely delivery of marketing materials via phone and email, maintaining client communication and stakeholder management.

### → Freelance Designer 2017 - Present

- Blue Aura Wellness: Designed a highly effective website, logo, and brand. Provided SEO services that increased site speed and improved Google performance score to above 90, elevating search rankings to positions 1-6 for relevant keywords.
- The U.S. Dept. of Housing and Urban Development: Created illustrations and infographics to support senior living plans, enhancing visual communication and clarity.
- CDC Drug Free Communities (DFC): Developed infographics for the End of Year report to the White House. Collaborated with team members to map out the layout and flow, enhancing readability and user experience.