

GABRIELLE SMITH: DESIGNER + CREATIVE PRODUCER

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EDUCATION

2003 - 2006 University of Creative Arts: Epsom BA(hons) Graphic Design: New Media

EXPERTISE

Motion Graphics, Print Design, Digital, T-Shirt Design, Art Direction, Creative Event Production

SOFTWARE + PLATFORMS

Photoshop, Illustrator, After Effects, InDesign, Final Cut Pro X // Microsoft Office // Wordpress, Tumblr
PC & Mac literate

ACHIEVEMENTS

2013 // Broadcast Now: Tech Young Talent Nominee

2014 // RSA Fellow

DESIGN EXPERIENCE

CURRENT // SH:24: Content Designer (Freelance)

Designed around people's needs, SH:24 is a free online sexual health service delivered in partnership with the NHS throughout the London boroughs of Southwark and Lambeth. As content designer, my role includes delivering creative content for the SH:24 website and Social Media channels using both static and motion graphics.

CURRENT // Photography Course London: Tutor

Photography Course London is an established photography school and studio based in Shoreditch, London teaching a range of creative courses to small class sizes and one to one tuition. I currently teach the 'Photoshop for Graphic Designers' course.

AUGUST 2016 // Comedy Central: Graphic Designer (Freelance)

Responsible for creating animated content for Comedy Central's Snapchat Discover account. Covering popular culture stories as well as Comedy Central UK shows including Friends and South Park.

MARCH 2016 // 9 Rides: Titles Designer (Freelance)

Commissioned to create title and film graphics for filmmaker Matthew Cherry's '9 Rides', a film which was shot entirely on an iPhone - the film was one of the officially selected films at this year's SXSW Festival.

MAY-SEP 2015 // Sugru: Senior Graphic Designer

Sugru, an innovative product is the world's first mouldable glue which has been called '21st century duct tape' by Forbes magazine and broke records by raising £3.5 million as part of its crowdfunding campaign on investment platform Crowdcube. As part of the company's Marketing Team, my role as a Senior Graphic Designer includes creating engaging video and digital content for Sugru's website and social media channels as well as graphics for their retailers in the UK and the US.

APRIL 2015 // Adidas: Motion Graphic Designer (Freelance)

Commissioned to create animated visuals for Adidas Originals as part of the Adidas x Pharell Supercolor collaboration. Working alongside two other designers the final animated piece was on display at the Adidas Originals flagship store in London's Carnaby Street.

2008 - 2015 // ITV News: Motion Graphic Designer

Responsible for creating images to enhance the storytelling of global news events including the 2008 US Election, the London 2012 Olympics and the Royal Engagement of the Duke & Duchess of Cambridge. Also commissioned as the lead designer for the on screen and set design for Leaders Live - a live streamed debate held during the 2015 General Election between UK party leaders and key digital influencers including founder of youth media channel SBTv, Jamal Edwards.

PROFESSIONAL EXPERIENCE

2008 - Present // THENUBLK: Founder & Creative Director

The:nublk is a global arts & culture platform connecting its audience to the often untold and inspiring stories of creativity from Africa, the Caribbean, and the Diaspora. Since its creation the site has featured over 100 creatives, as well as producing a number of engaging online and offline experiences including exhibitions, film screenings, Twitter chats, Google Hangouts, panel discussions and meetups.

2013 // TEDxMidatlantic: Graphic Designer (Freelance)

Worked alongside actor & philanthropist Gbenga Akinnagbe to create visuals for a TED talk about the injustices of Stop & Frisk in the USA. My work for this included sourcing images and creating bespoke graphics to illustrate the presentation.

I also worked as the lead graphic designer for Liberated People, where my role ranged from creating digital content for their various Social Media platforms, creating newsletters, product & press kit as well as flyers for their various events in the UK and US.

2013 // GOOGLE: Top Black Talent Creative Edition

Invited to speak as a panelist as part of Google's Top Black Talent programme. The award winning outreach initiative is dedicated to encouraging more diversity within the technology industry. The series which is recorded at Google's London office takes the form of a Google Hangout which recent graduates are able to attend.

2012 // SOCIAL MEDIA WEEK LAGOS: Content Producer

Working with a dedicated team to create content for the first Social Media Week to take place in Africa. Created written content, live tweeted events, and documented fashion and style for a photography feature. Also took part as a panelist for the 'Social Media: Rules of Engagement' event in which tools for becoming an effective change maker were discussed.