

Hello, I'm Gabrielle Smith.

I am a designer and creative producer with a keen eye for highlighting movements that need more attention in the world at large and have sought to create work which reflects this.

Skills

- Motion Graphics
- Branding/Identity
- Social Media Design

Tools

- After Effects
- Illustrator
- InDesign
- Photoshop
- Final Cut Pro
- Mac/PC Proficient

Education

2003 | B.A. hons

**GRAPHIC DESIGN:
NEW MEDIA**

University College
of Creative Arts: Epsom

Achievements

2013 | Broadcast Tech Young Talent
Finalist: VFX Category

2014 | Fellow , Royal Society of Arts

Design Experience

2016 - PRESENT

MOTION DESIGNER, SNAPCHAT // CNN

Created a series of visually engaging designs for short form news stories on CNN's Snapchat Discover platform. Responsible for creating branding for CNN's 'The Update' show.

MARCH 2016

TITLES DESIGNER

'9 RIDES' | Freelance

Commissioned to create title and film graphics for filmmaker Matthew Cherry's '9 Rides', which was shot entirely on an iPhone - the film was chosen as part of the 2016 SXSW official selection.

JUL - AUGUST 2016

DIGITAL DESIGNER

COMEDY CENTRAL | 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.

MAY - SEPTEMBER 2015

SENIOR GRAPHIC DESIGNER

SUGRU

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

MOTION DESIGNER

ADIDAS | Freelance

Commissioned to create a collaborative animated window display for Adidas Originals as part of the Adidas x Pharell Supercolor collaboration.

OCTOBER 2008 - MAY 2015

MOTION GRAPHIC DESIGNER

ITV NEWS

Responsible for creating images to enhance the storytelling of global news events. 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 social influencers.

Professional Experience

2008 - PRESENT

FOUNDER

THE:NUBLK

A digital platform I created to document the work and inspiration of designers from Africa, the Caribbean and the Diaspora. The platform now serves an archive of interviews, features and produced events around creativity, identity and the digital space through film, exhibitions, talks and creative collaborations.

OCTOBER 2017

DESIGNER/PRODUCER

TATE BRITAIN

Created a hair inspired digital portrait salon for Late at Tate 'Cut & Colour'. The event was a collaboration with designer/curator Abi Wright, illustrator Andrea Pippins and photographer/body painter Emerzy Corbin

JULY 2015

RESEARCH DESIGNER

ABN TV

Provided consultant and visual research concepts on the work of prominent African creatives, art and culture for lead designer working on rebrand of ABN TV.

FEBRUARY 2012

CONTENT PRODUCER

SOCIAL MEDIA WEEK | Lagos, Nigeria

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.