

Gabrielle Widjaja

(she/her) is a creative based in Brooklyn, NYC. She works as a professional full-time, in-house designer. After hours, she spearheads Gentle Oriental, a studio/personal practice exploring cultural roots and visual ephemera. Above all, she is determined to never stop learning and trying new things. Gabby is a capricorn, is non-lethally but very annoyingly allergic to tree nuts, and prefers aisle seats. Feed Takis 2x daily for best results.

WORK

Airtable Brand Designer

AUG 2019 – PRESENT

Worked on a variety of branding initiatives with other designers and cross-functional partners on areas such as swag, marketing, events (pre-pandemic), landing pages, print materials, and in-product brand presence.

Noteworthy Projects

- Collaborated on a redesign of Airtable Apps icons for Apps Marketplace
- Led design efforts on DE&I initiatives for the Commemorative Observances Team. Created art direction, social media posts, and all other collateral month to month.
- Illustrations for various projects (postcards, digital backgrounds, etc).
- Various growth projects and experiments such as designing a native Enterprise sales inquiry form and adding features on parts of the Airtable website

Gentle Oriental Personal Studio/Practice

MARCH 2020 – PRESENT

In pursuit of the reclamation of orientalism and the creation of Asian American culture. Recognized on the internet by this pseudonym and hired on freelance projects and brand collabs.

Stripe Brand & Comms Intern

JUN – AUG 2018

Created a variety of brand, marketing & comms materials for both internal and external use. Projects included logos, posters, motion graphics, and editorial/publication layouts.

EDU

RISD BFA Graphic Design

SEPT 2015 – JUNE 2019

SKILLS

branding
illustration
print & editorial
art direction
web/digital design
packaging

Adobe CC Suite
Figma
Sketch
Procreate
Webflow

tattooing (yes, ink & skin)

PRESS

Links on website

It's Nice That

FEB 2021

"Riffing off Chinatown staples, Gabrielle Widjaja adds a stylistic spin to reflexology posters, Hongbaos, and more"

New York Times

JUNE 2020

"What We Look Like: 11 Asian-American artists celebrate their experiences of culture and identity with illustrated self portraits."

Trash Mag

AUG 2020

Artist Spotlight: Gabby Widjaja, "Gentle Oriental"

Dribbble

JUNE 2019

"Design student Gabrielle Widjaja on life in art school, diversifying workspaces, and staying balanced"

Radii China

JUNE 2019

"How One Designer Explored Her Chinese Identity Through An Illustrated Cookbook"