

Gabrielle Loeff

UX UI Designer

Leveraging creative skills and a background in business, I strive to find the harmony between technology and people, at the intersection of business and user needs. My design philosophy incorporates intelligent, user-driven design practices with a mix of artistic creativity to produce elegant, memorable, and satisfying experiences.

EXPERIENCE

Digital Product Designer

Charles River Analytics

Aug 2022- Present

Lead UX Designer for a government contractor specializing in defense and warfighter technology. Responsible for user research, rapid prototyping, and development of low and high-fidelity mockups.

Projects: AI-based physical systems prototype evaluation tool; real-time network topology interface; VR collaboration space; military asset tracking. Domains: VR collaboration tools, network infrastructure analysis, physical systems evaluation, situational awareness, AI-guided decision making, etc. Routinely work multiple contracts in parallel. Close collaboration with scientists on SBIR and DARPA based contracts.

UX Designer

Curaytor

Sep 2021- May 2022

Sole UX designer on a web content management system specialized for real-estate brokerage marketing. Led large-scale product overhaul driven by a shift in business strategy. Responsibilities included: conducting usability tests, user interviews, ideation, A/B testing, low-to-high fidelity prototyping.

Visual Design Intern

Surround Insurance

Jun 2021- Sep 2021

Designed and updated branding and marketing assets for company web pages, including iconography, illustrations, composite images, and UX wireframes. Managed a print advertisement marketing campaign.

EDUCATION & CREDENTIALS

User Experience Design Certificate

Cornell University

2020-2021

Bachelor of Arts, Double Major In Business & Fine Art

Brandeis University

2017-2021

Drawing & Rendering for Design Thinking, Intro to Industrial Design

Rhode Island School of Design

2019

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Social

linkedin.com/in/gabby-loeff

Skills

User Experience

User Research

Rapid Prototyping

Wireframing

Storyboarding

Visual Design

Project Management

Tools & Technologies

Figma, Sketch, AdobeXD, Adobe Creative Suite, Balsamiq, Sketchup, HTML+CSS, Office

AWARDS & HONORS

Remis Grant

Brandeis University

2020

Grant Recipient

Brandeis Festival Of the Arts

2019

Scholarship Recipient

Scottsdale Artists' League Competition

2017

Dean's List

Brandeis University

2017-2021