



gabrielle lussier (she/her)
BFA + B.DES | UI/UX DESIGNER

don't forget to say hello!

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RELEVANT WORK EXPERIENCE

July 2020-present

User Interface (UI) Designer (Remote) Alberta Blue Cross, Edmonton

- Instrumental in developing a design system to reinforce brand identity across platforms (web, mobile, and app) as well as a feedback driven and iterative design process.
- Assisted the team in enhancing the Alberta Blue Cross member app experience, ultimately raising the app store rating from 1.6 stars out five, to 4.7 stars.
- Championed cross-team communication (Communications, Customer Experience, Software Analysts) to ensure the highest quality product, so that any team member could collaborate and feel comfortable giving and receiving constructive feedback.
- Acted as the primary UX and visual designer on small to large-scale projects and initiatives. Took risks by proposing new directions for projects, while ensuring a cohesive design and adhering to graphic standards set by the business.
- Took an active role in creating usability tests by drafting research questions and creating specific prototypes to address design concerns. Afterwards, reviewed user test results with product managers and stakeholders to solve problems and determine next steps for data-driven results and future improvements.
- Worked to ensure accessibility requirements were met, to at least WCAG 2.0 AA standard, and was an advocate for continuously meeting accessibility goals.
- Assisted Communications by brainstorming impactful content for mockups, as well as preparing and writing some of the copy to be used in both web and app platforms.

May 2019-July 2020

UX/UI and Visual Designer, iomer internet solutions, Edmonton

- User experience/user interface designer for a software development agency with various high-profile clients from Canada, as well as some global clients from Australia and the US.
- Worked on a team with other designers/information architects to present requests for proposals to win sales for the agency and drive revenue.
- Led projects and worked closely with developers to ensure successful hand-offs by delivering pixel-perfect mockups and fully-responsive, production-ready specs for development.
- Researched design trends, accessible design, and best practices to ensure high quality deliverables to meet client goals.
- Was able to manage competing priorities, often juggling upwards of six projects at a time by staying organized and being detail-oriented.
- Worked in a visual design capacity for some clients by creating marketing collateral, social media advertisements, and brochures.

March 2016-Sept 2018, March 2020-present

Various Positions, Apple Retail, Edmonton

- Began in Product Zone as a Specialist, then transferred to the Genius Bar in a Technical Specialist position, eventually moving up to the Genius role. Learned technical troubleshooting skills, hands-on repair skills for both iPhone and Mac, and also mentored new Genius Bar team members and was a positive role model both on and off the floor.

EDUCATION

2019

Bachelor of Design in Visual Communication Design, First Class Standing, University of Alberta, Edmonton, AB

2017

Bachelor of Fine Arts with Distinction, University of Alberta, Edmonton, AB

VOLUNTEER EXPERIENCE

2019-present

Mentor, Big Brothers Big Sisters Boys & Girls Club, Edmonton, AB

2019-present

Performer Hospitality (Reception Crew), Edmonton Folk Festival, Edmonton, AB.

2018

Copywriter for the Student Design Association, University of Alberta, Edmonton

NOTABLE PROJECTS

2019 - present

Commissioned by the Art Gallery of Grande Prairie to create a body of work for the Traveling Regional Exhibition program (TREX), funded by the Alberta Foundation for the Arts with the exhibit being featured on the Art Gallery of Alberta's website.

2018

Self-published a book of poetry, currently sold at Chapters and Amazon. Debuted on Amazon's top 10 list of poetry volumes written by women in the first week of publication.

SELECTED AWARDS

2018

Rupertsland Institute Centre for Métis Excellence Award

2016

Jason Lang Scholarship

ACHIEVEMENTS + COMPETENCIES

Proficient with Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) • UI/UX software such as Sketch and Figma • Rapid prototyping and paper prototyping • Agile product development and product design • UX content writing • Limited proficiency in JavaScript, CSS, and HTML5 • Creative problem-solver who loves crossword puzzles • Designing for and testing in different browsers, such as Chrome, Safari, Firefox • Confident decision-maker • Certified Apple Repair Technician • Native English speaker • Full professional fluency in French • Limited working proficiency in Spanish

résumé