gabrielle lussier (she/her)

BFA + B.DES | UI/UX DESIGNER

don't forget to say hello!

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RELEVANT WORK EXPERIENCE

March 2022-present
Senior UI Designer Firefox Desktop **(Mozilla), Remote**

- Designed and implemented a brand new onboarding experience for Firefox desktop, enhancing the set up of the browser for millions of users worldwide. The redesigned onboarding sequence results in upwards of 15% increased completion rates compared to previous iterations.
- Responsible for the creation of various creative assets, including onboarding illustrations, spotlight images, and mobile download screens
- Lead designer on numerous experiments, often juggling multiple at the same time. Owns all phases of the design process, from brainstorming experiment ideas to launch.

July 2020-February 2022
UI Designer Alberta Blue Cross, Edmonton

- Instrumental in helping to develop 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, Graphic Design, 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.
- 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 small 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 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.

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 - 2021 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 Java Script, 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