

# Gabrielle Favret-Kocian

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V I S U A L   D E S I G N E R

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I'm a visual designer with a passion for turning bold ideas into impactful campaigns from concept to execution. Whether leading solo or working with a small agile team, I focus on both the big picture and the smallest details, always pushing creative boundaries to engage audiences and elevate brands. Throughout my work, I'm driven by the end user, leveraging user research to ensure a seamless and meaningful experience. With a continuous drive to learn and evolve, I'm always on the lookout for new ways to innovate in the fast-paced world of creative marketing.

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## Oct 2019- Present **Art Director, Dell Technologies**

- Collaborate with cross-functional teams to strategize and execute diverse campaigns, including event displays, out-of-home advertising, experiential marketing, print, digital, and social media initiatives.
- Design and develop product and campaign landing pages from concept to completion, beginning with user research and progressing through to the creation of final visual assets.
- Work with a small team to create conference booth graphics and out-of-home ads for event spaces with 150,000+ attendees.

## Nov 2016- Oct 2019 **National Sales Graphic Designer, Lamar Advertising**

- Drove innovation through new techniques, including multi-media campaigns and 3D modeling.
- Assisted in closing over \$3.1M in 2017, or 50% of our three person team's assisted close dollars.

## June 2014- Nov 2016 **CAP Transit Artist, Lamar Graphics**

- Worked in teams and alone to design both transit and billboard advertisements.
  - Created advertisements for specific regions through collaborations with account executives.
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### Education

#### Louisiana State University, 2010-2014

B.A. in Mass Communications  
Minors in Visual Communication  
and Business Administration

### Google UX Design

#### Certificate Program, 2022-2023

Created three separate executions in Figma and Adobe XD to bolster my technical and visual design skills.

### Awards

#### Silver Addy Award, 2018

Jurassic World: Fallen Kingdom

#### OBIE Nomination, 2016

Fright Nights at the Fair

### Skills

- Adobe Illustrator, InDesign, Photoshop, and XD
  - Visual Design within Figma
  - Copywriting and campaign creation
  - 3D printing and fabrication
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