

Gabrielle Favret-Kocian

V I S U A L D E S I G N E R

Throughout my career, I have solely worked on projects that stretch from conceptualization through execution. I pride myself on my ability to think big picture while not forgetting the smaller details. My experience has allowed me to work alone and in larger teams to create innovative campaigns for some of the nation's biggest brands. I am always striving to learn more, do more, and innovate more.

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

- Consult on different teams for a wide range of campaign executions, including event displays, out of home, experiential campaigns, print, digital, and social media.
- Develop digital and social posts that receive up to 1.3M impressions per post.
- Create UI components for the Dell.com homepage, including icons, banners, and responsive elements.
- Work with a small team to create event spaces for global conferences 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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