

Gabrielle (Bri) Zamarron

GRAPHIC DESIGNER | BRAND DESIGNER

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PROFESSIONAL SUMMARY

Bold, thoughtful design and meaningful storytelling are at the heart of everything I do. For the past six years, I've partnered with brands to craft identities, digital and print experiences that connect with people and support business goals. Tight deadlines, problem-solving and a fresh cup of coffee are where I do my best work. And yes, I'm probably the only Gabrielle you'll meet who goes by Bri.

WORK EXPERIENCE

PDI Technologies | Graphic Designer

Jan. 2020 - June 2026

- Managed creative campaigns for high-profile national brands, including Shell and GasBuddy,
- Partnered daily with market managers, developers and cross-functional stakeholders
- Designed brand and marketing assets across web, email, mobile apps, and print.
- Simultaneously executed up to 15 concurrent design projects, consistently meeting tight production deadlines while managing cross-functional stakeholder feedback

Simplybe | Contract Graphic Designer

Dec. 2021 - April 2024

- Balanced up to 3 projects at once while maintaining strong communication and meeting deadlines
- Consulted with clients to turn their ideas into visual guidelines, color palettes, and typography.
- Created mood boards, presentation decks and marketing materials for a variety of clients
- Built brands including logos, color palettes, typography and visual guidelines
- Delivered polished, cohesive branding that reflected each client's vision and story

Lucid Audio | Graphic Designer

Aug. 2019 - Jan. 2020

- Prepared print-ready files for catalogs, manuals, and other marketing collateral
- Designed brochures, banners, sell sheets, catalogs and advertisements
- Collaborated with the marketing team and other stakeholders
- Captured product photography using a DSLR on occasion

EDUCATION

Bachelor of Fine Arts - University of Texas at Arlington

Visual Communication Design - Arlington, TX | 2019

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Brand Identity

Print Production

AI Workflow

Web Design

Figma

Canva

Print Production

Production Design

Motion (Developing)