



# GABRIELA C RIVERA

Interdisciplinary Artist + Designer

## ● CONTACT

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✉ hello@gcrivera.com

🖥 www.gcrivera.com

## ● ABOUT ME

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- Experienced Brand Designer, Graphic Designer, Illustrator, Consultant, Content Creator, and Customer Service Expert.
- History of working in the service, retail, and theatre industries.
- Empathetic and collaborative approach to design, with a focus on authentic storytelling.
- Excellent organization, communication and time management skills.
- Ability to communicate well both verbally and in writing with internal and external partners.
- Result-oriented and detail-focused with a passion for the creative process.
- Strong understanding of design platforms such as Adobe Creative Cloud, Figma, and ProCreate.
- Savvy with all major social platforms.
- Anticipates the needs of others.

## ● EDUCATION

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### Professional Certificate UX/UI Design

Google Careers | 2022

### Bachelor of Arts Communication + Graphic Arts

Loyola University New Orleans | 2011

## ● WORK EXPERIENCE

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2021 - Present

### Associate Director of New Works

Live + In Color Theatre | NYC + Remote

- Organize play and musical submissions.
- Reach out to various organizations to encourage submissions from their communities.
- Communicate with writers who have submitted.
- Review feedback from the reading team and relay back to writers.
- Read semi-finalist submissions and discuss with the Director of New Works and Artistic Director to choose finalists.
- Standardize practices within the growing company.
- Assist with organizing panels for grant submission applicants.
- Lead interviews, organize and communicate with grant applicants.
- Oversee and create production calendars for all creative requests.

2020 - Present

### Freelance Artist + Designer + Content Producer

Lucky River Studio | Remote

- Collaborate with clients to create authentic and unique branding that meets their objectives.
- Create visual identities (logos, illustrations, merch), assets, and guidelines for social and print media.
- Design with brand goals and audiences in mind.
- Illustrate, print, prep, and ship artwork and portraits for local and international clients.
- Create variety of content (photography, video, and graphics) with relevant tone and style.
- Utilize various digital publishing platforms.
- Research trends, keywords, and employ SEO best practices to optimize content for audiences.
- Organize pre-production, filming, editing, and publishing of videos on a variety of topics.

2013 - 2020

### Onboarding Lead, Optical Supervisor, Lead Hostess

Various Companies | NYC, San Juan, PR + Remote

- Lead trainings for dozens of new hires within the retail and restaurant industries in NYC + San Juan.
- Take part in the recruiting and onboarding process by interviewing, sourcing and mentoring new hires at a fast-paced eyewear startup.
- Assist customers in selecting, fitting, adjusting, and troubleshooting eyewear, fit for their style and Rx needs, at multiple NYC locations of a fast-paced eyewear startup.
- Facilitate discussions about updates related to systems and processes during check-ins and huddles, for a face-paced eyewear startup.
- Manage reservations, floor chart, seating chart, and table settings at a fast-paced fine dining restaurant.
- Assist with side work and stocking stations as needed, at a fast-paced fine dining restaurant.