



GABBY PINTO

GabbyPinto.com

Cxd.studio

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508.395.0694

SKILLS

Adobe Creative Suite
Graphic Design
UX/UI Design
Illustration
Video & Animation
Front-End Web Development
HTML/CSS, Bootstrap, HubSpot
Figma, Sketch, Invision
Microsoft Office, G Suite
Wordpress
Photography
Email Marketing
Marketo, Mailchimp
Social Media Marketing
SEO

EDUCATION

Suffolk University

Boston, MA • 2013 - 2015

Bachelor of Fine Arts (B.F.A),
Graphic Design Dean's Scholarship
Magna Cum Laude

Quinsigamond Community College

Worcester, MA • 2011 - 2013

Associate of Science (A.S.),
Graphic Design
Member of the PHI THETA KAPPA

EXPERIENCE

CXD STUDIO

Feb 2017 – Present

Co-Founder, Graphic & Web Designer

- Own and operate a creative digital agency focused on copywriting and design.
- Design for a variety of different business types. Work ranges from large campaigns, website design, landing pages, ebooks, sales collateral, paid media, and animation.
- Front-end development using HTML, CSS, Javascript, PHP, Bootstrap, Wordpress, & HubSpot.
- Art director on all projects while managing multiple design contractors.
- Work with clients to create a strategy and timeline while managing bookkeeping, and client services tasks.
- Building strong relationships with clients while elevating their brand through design and development.

TOAST

Apr 2018 – Apr 2020

Graphic Design Manager

- Executed major design initiatives such as a website redesign and brand refresh. Defined the visual direction of a new product, distilled research findings, created wireframes and designed all page templates, graphics, icons, animations and other creative assets.
- Worked, collaborated and built strong relationships with various teams in the organization such as the paid media team, website strategy, product marketing, content marketing, video, events, partner marketing, internal comm, customer marketing, and sales.
- Self managed deliverables to ensure deadlines were met with excellent design quality. Adapted to constant change while balancing multiple projects at once.
- Art directed projects from concept to execution remotely with different freelance contractors.
- Communicated and presented a clear vision of concepts to stakeholders, incorporated feedback and delivered high-level creative assets that elevated the overall quality of work produced by Toast.

ATHENAHEALTH

Jul 2016 – Apr 2018

Graphic Designer

- Developed concepts and graphics for marketing materials including emails, direct mail, landing pages, microsites, in-app experiences, infographics, mobile banner ads, event graphics and other collateral.
- Responsible for moving the athenahealth brand forward with brand-consistent designs that support the demand generation marketing team.
- Present creative and manage feedback/expectations to team leaders.
- Lead successful rollout and execution of company's new visual identity across all platforms and channels.
- Collaborated with copywriters, developers, and marketing managers to design for B2B, and account-based marketing campaigns.

GENUINE

Oct 2015 – Jul 2016

Junior Designer

- Designing online banners and social media campaigns for various brands.
- Working with lead designers to achieve effective user-centered designs.
- Working quickly and efficiently within allotted schedule with high attention to detail.

ISOBAR

Jun 2015 – Oct 2015

Visual Design Intern

- Working with a creative team to design online and out-of-home advertisements for Reebok.
- Following sharp project deadlines and completing extensive project timelines.