

Gabi Allan

VISUAL DESIGNER

Hi, I'm Gabi — a digital designer with **5 years of experience** working in fast paced **e-commerce environments**. I hold a **Bachelor's degree in Industrial Design**, with a focus on user-centered digital design. I thrive in solving complex challenges using research & data to inform decisions and produce **beautiful, functional & meaningful customer experiences**.

My most recent win is leading the launch of Zulily's vendor marketing program, where I designed paid ads for LEGO that drove **\$20,000 demand within the first week live, twice the target amount!**

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Seattle, WA, USA

EXPERIENCE

Visual Designer II — Zulily

2022 - 2023

Agile **digital designer** working on **content, site experience, email, ad & campaign design** for Seattle based e-retailer, Zulily.

- **Launched a new revenue stream for Zulily by leading the design of the vendor-paid marketing program** where I worked with LEGO to design paid ads that drove \$20,000 demand in a week, twice the target amount!
- **Implemented process improvements** to Zulily's outbound marketing channel that **reduced design production time by 25%**
- **Presented campaigns to executive leadership weekly** and then collaborated with designers, creative directors, writers, program managers & engineers to **prioritize and realize projects based on business goals and customer needs**
- **Advocated for the use of A/B testing & heat maps** in email campaigns to continuously learn & iterate, thereby boosting overall click through rates and newsletter income
- Re-designed Zulily's emails, sent daily to 12 mil + subscribers to better **tell stories & reflect the recent brand refresh**.
- **Introduced the use of responsive prototypes & component libraries** for more efficient design & collaboration of site and app improvements
- **Improved accessibility standards** across Zulily's customer facing touch points
- Used **user research to improve the web & app** shopping experience
- **Introduced post-campaign reviews** across all design teams to collectively analyze results in order to drive growth and success

Graphic Designer — Yuppiechef

2020 - 2022

Digital, UX & print designer at Yuppiechef, South Africa's award winning home & kitchenware retailer.

- **Managed the design of 4 - 9 weekly newsletters** to 500 000+ engaged users. Through data & testing I grew the audience by 50,000 in less than a year & mailer **income increased by 10%**
- Worked with product & engineering teams to create **wireframes & responsive prototypes** for new landing pages on the site
- **Implemented a series of improvements** to the internal tool used to build newsletters, resulting in fewer errors & **45% less time spent** building newsletters
- **Designed in-store navigational signage boards, window vinyl, pamphlets, shopping bags & marketing collateral** for physical stores launching nationwide

Junior Graphic Designer — Faithful to Nature

2019 - 2020

Digital designer on the marketing team at FtN, a South African wellness retailer.

- **Campaign design & copy writing** for on-site assets, social media & email newsletters
- Designed **wireframes for personalized recommendations** on the site
- **Initiated the use of templates** for more efficient social media content creation

SKILLS

Digital Design | UX | UI

Marketing Strategy | Writing

Adobe CC | Figma | Wrike

User Research | Data Analysis

Problem Solving | Systems Design

Humble | Curious | Accountable

EDUCATION

Cape Peninsula
University of Technology

Bachelors of Industrial Design, Cum Laude

2015 — 2018

Coursera

Google Professional UX Design Certificate

2022