



GABRIEL FRIEDMAN SUITS

VISUAL/BRAND DESIGNER | SF, CA

I'm a multidisciplinary designer with 9 years of experience specializing in branding, illustration, social media, and digital storytelling.

PORTFOLIO

www.gabrielsuits.com

CONTACT

gabrielsuits@gmail.com
(707) 318-1527

SKILLS

Programs

Illustrator	Powerpoint
Sketch	Keynote
Photoshop	Dreamweaver
InDesign	Wordpress
Figma	HTML/CSS
After Effects	Microsoft Office
Adobe Premiere	Google Docs

Hands-on

Social media
Presentations
Brainstorms
Event design
Mockups
Photography
Art direction

Research

Wireframing
Storyboarding
Brand analysis
Industry analysis
Social strategy
Brand workshops
Competitive landscape

EXPERIENCE

JUN 2021
PRESENT

SALESFORCE | SF, CA
Communications Designer

Deliver stories that intuitively connect the Salesforce corporate messaging with specific customer needs to win more deals and drive customer transformation. Institute new processes that have contributed to an 87% job acceptance rate and a 5/5 department score thus far.

CLIENTS: Aetna, Apple, Amazon, CVS Health, Disney, Ford, GEICO, UnitedHealth Group, Sysco, Zook

DEC 2013
JUN 2021

FREELANCE DESIGNER | SF, CA
Visual/Brand Design & Art Direction

Develop custom branding, web, and social solutions while managing budgets, timelines, and asset delivery. Efficiently partner/source web developers, brand strategists, retail manufacturers, and other multidisciplinary assets as needed to insure the best possible creative delivery.

CLIENTS: Adobe, Recurly, Spark No. 9, Editas Medicine, Farm Direct, Why We Try, Caroline Calloway, Pisco Society

NOV 2018
AUG 2020

BUTLER/TILL (Verdant) | SF, CA
Art Director

Spearheaded a design and storytelling initiative leading to a measured 33% uptick in RFP conversions. Partnered with senior leadership on brand identity workshops for new and existing clients that resulted in an additional \$470K of new business in the first year. Acted in partnership with the General Manager to develop new initiatives targeting the cannabis industry (design, new business pitches, competitive research, and branding exercises). Collaborated with set designers, event planners, photographers, voice talent, developers, and AR/XR designers. Due to personal expertise, acted as the social media strategy and trend consultant on all internal and existing client campaigns as well as RFP's and new business pitches.

CLIENTS: State Farm, Hologic, Pine Pharmaceuticals, ArcView, SDG&E, CooperVision, Northwest Bank, Strong Museum

JUL 2016
NOV 2018

BUTLER/TILL (Brand Cool) | SF, CA
Art Director

Acted as the lead visual designer and the sole creative representative for the agency's West Coast clients. Assisted in the creation of the agency's remote processes. Managed most in-person client presentations and organized regular meetings with clients to discuss current and future projects.

CLIENTS: PG&E, SJI, Focus on Energy, Blue Cross Blue Shield

EDUCATION

JUN 2016

CITY COLLEGE OF SAN FRANCISCO
Associates of Art in Visual Design