

Gregorio Gangala

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PROFESSIONAL EXPERIENCE

Graphic Designer at S & G Tool Aid Corp

November 2023 - Present

- Optimized product sheet design to enhance readability and visual appeal, resulting in a 20% increase in sales conversion rates.
- Led brand alignment efforts, integrating identity elements to reinforce consistency. Achieved 30% expansion of the design system library, enriching it with brand-aligned assets, enhancing flexibility.
- Created visually compelling product images for new releases, contributing to a 15% increase in user engagement on social media platforms.
- Led email campaigns for newsletters, new product reveals, and promotions, yielding a 26% increase in open rates and a 12% uptick in click-through rates.
- Conceptualized and designed a catalog that led to a 10% increase in sales within the first quarter of distribution.
- Translated stakeholder input into 50+ comprehensive design briefs, ensuring alignment with project objectives and user-centric principles.
- Collaborated with cross-functional teams to maintain design consistency and brand alignment across multiple projects, resulting in a 15% reduction in production time and costs.

Product Designer at Gregorio Gangala

December 2020 -

- Collaborated with stakeholders to implement redesigns and improve overall user experience.
- Redesigned UI for compatibility with Android and iOS devices, reducing mobile abandonment rate by 18%.
- Diagnosed and resolved intricate design challenges, showcasing an innate ability to identify root causes and implement effective solutions.
- Completed user research, driving enhancements like redesigning the site's UI, and reducing the page abandonment rate by 25% on average.
- Implemented visual hierarchy and communication design techniques, improving the clarity and engagement of instructional materials by 30%.
- Integrated visual hierarchy principles to enhance the user interface of mobile applications, resulting in a 25% reduction in user confusion and a 20% increase in task completion rates.

UX/UI Designer at Fuze Design

February 2022 - July 2022

- Conducted usability tests, addressing user pain points and achieving a 15% increase in user satisfaction, as measured by post-test surveys and feedback analysis.
- Participated in design reviews and provided feedback on interaction designs and prototypes, resulting in a 10% decrease in average time to task completion based on iterative improvements.
- Assisted in user testing sessions and analyzed usability metrics to identify areas for improvement, leading to a 20% reduction in user errors.

SKILLS

Technical: Figma, Adobe Creative Suite (XD, InDesign, Photoshop, Illustrator), Spline, HTML, CSS, JavaScript.

Design: User-Centric Design, Usability Testing, Wireframing, Prototyping, Collaboration, Cross-Functional Teamwork, UI/UX Design, Visual Hierarchy, Communication Design, Information Architecture, Problem-Solving.

EDUCATION

B.S. in International Business & Italian at Ramapo College of New Jersey

Mahwah, NJ