

Gabrielle Richter

SENIOR UX DESIGNER

Profile

Senior UX Designer with 8 years of experience and complimentary background in content strategy and copywriting.

Contact

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Boston, MA
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Skills

UX Design - Content Strategy - Information Architecture - Wireframing - UX Copywriting - Copywriting - Usability Testing - User Personas - Customer Journey Mapping - Sitemapping - Competitive Analyses - Brand Strategy - Brand/Product Naming - Creative Concepting - Social Media Strategy - SEO

Tools & Languages

Figma - Photoshop - Indesign - Illustrator - Premiere - Slickplan - Whimsical - SEM Rush - Canva - Squarespace - CSS

Work Experience

UX Design & Strategy Lead @ 829 Studios

July 2020 - Present

- Conducted competitive, industry and user research through workshops, user testing, in-depth interviews, quantitative surveys, and analytics reports to serve as the foundation for UX strategy and design direction across digital projects
- Ran site crawls, developed sitemaps, as well as crafted content outlines, constructed information architecture, and designed wireframes for websites of brands including Stanley Black & Decker, Preferred Travel Group, OARS, and Ocean House Management
- Developed user personas and journey maps to inform website content strategy as well as brand strategy during rebranding engagements
- Served as interim director, mentoring and overseeing a team of 8 UX designers and copywriters (Feb 2022-present)

Head of Growth Strategy @ Happn

December 2019 - July 2020

- Managed a team of 7 in charge of the strategy, development & deployment of creative growth initiatives worldwide
- Provided direction on the creative execution and adaptation of content across 17 global markets
- Crafted content strategy and wrote copy for blog posts, static, and video ads adapted in 11 languages

UX/UI Designer & Copywriter @ GR Designs

January 2016 - February 2020

- Developed website content strategy including sitemaps and IA for small business clients in sectors including health, nonprofit, consultancy & beauty
- Conducted competitive analyses, brand audits, stakeholder interviews, and developed personas and customer journey maps to guide content strategy
- Designed UX and UI of all websites, using Adobe Suite, Squarespace, and CSS coding
- Wrote SEO-optimized copy throughout websites

Copywriter @ Wunderman

December 2017- May 2019

- Wrote copy throughout Dannon's revamped Oikos Yogurt website
- Wrote copy for United Airlines' social channels in the U.S. and U.K. markets, including for the 2018 Winter Olympics 'Superhero' campaign
- Wrote web content, online ads and eCRM stream supporting the 360° launch of Theraflu Power Pods and Nicorette Coated Lozenge
- Wrote dynamic eCRM stream for Merck Animal Health's HomeAgain pet microchipping brand

Education

School of Visual Arts

2017 - 2018

- Advertising concepting classes

Fordham University, Gabelli School of Business

2009- 2013

- BS in marketing, Minor in French, GPA: 3.5
- Fordham Jogues Scholarship and James C. Pechewlys Scholarship
- Institute for the Education of Students, Paris, France, Study Abroad: Spring 2012