

GAVRIELLA REISS

Modiin, Israel • 053 342 2127 • gmreiss@gmail.com

Portfolio: gabireissdesign.com

SUMMARY

UX designer with a graduate certificate in Creativity and Creative Problem Solving. I use research, empathy, and systems thinking to uncover root causes, challenge assumptions, and turn complex problems into thoughtful, human-centered design solutions. My background in animation, illustration, and visual storytelling brings an additional layer of creativity and visual communication to my work.

KEY COMPETENCIES

- User-Centered Design
- UX Research & Usability Testing
- Information Architecture
- Design Systems & Visual Consistency
- Wireframing & Prototyping
- UI & Visual Design
- Accessibility & Inclusive Design
- Creative Problem Solving

WORK EXPERIENCE

UX/UI Designer

2025 - Present

- Diagnosed user friction and task-completion barriers through usability testing, then redesigned interaction flows and visual hierarchy to improve completion rates.
- Clarified complex design problems and competing requirements through wireframing and prototyping, creating shared direction across web and mobile experiences.
- Challenged assumptions around navigation and interface structure to develop solutions that improved clarity, usability, and brand consistency.
- Synthesized user feedback to uncover underlying design problems, prioritizing gaps and translating insights into focused iterations.
- Connected research insights to root causes in the user journey, turning findings into design changes that reduced friction and improved flow.
- Tested and refined design hypotheses through prototype reviews, incorporating feedback to develop solutions better aligned with user needs and project objectives.

Children's Book Illustrator

Aug 2023 - Present

- Translated complex narratives into clear visual experiences by developing a 40-page picture book from initial concept and character sketches through final layout.
- Established a cohesive visual system through character development, color, composition, and visual storytelling, ensuring consistency across the full product.
- Solved pacing and communication challenges by refining page layouts and compositions to guide attention, hierarchy, and comprehension for young audiences.
- Translated abstract ideas and narrative goals into visual solutions by collaborating closely with authors to align artwork with tone, intent, and audience needs.
- Iterated on visual solutions throughout production by incorporating feedback and adapting characters, color, composition, and tone while maintaining overall consistency.
- Managed a complex end-to-end creative workflow under production constraints, organizing assets and delivering clean, publication-ready files ahead of deadline.

Layout Supervisor, Elliott Animation	Feb 2019-Oct 2023
- Identified quality and production bottlenecks across a team of 4 layout artists; established clear quality benchmarks and used targeted daily reviews and mentorship to reduce sequence retakes. - Solved complex staging and communication challenges by partnering with editorial, story, and rigging leads to clarify storyboard transitions and resolve workflow bottlenecks. - Matched resources to project needs by assessing artist strengths and assigning shots strategically, helping deliver 98% of sequences on schedule across a 40-episode animated series. - Created feedback loops that supported continuous improvement by combining regular reviews, targeted coaching, and collaborative problem solving to strengthen both individual work and overall team output.	

Layout Artist, Elliott Animation	May 2017- Feb 2019
- Solved complex continuity and communication challenges across multi-episode story arcs by establishing consistent layout, staging, and visual language. - Translated narrative and pacing requirements into clear visual solutions through intentional framing, composition, depth, and visual storytelling. - Built scalable visual systems and standards that supported consistent composition, spatial flow, and efficient production handoffs across teams. - Facilitated cross-functional feedback sessions to surface competing perspectives, align stakeholders, and turn feedback into actionable revisions.	

EDUCATION

UX Academy Design Lab	Sep 2025 - Jun 2026
Bachelor of Animation Sheridan College	Sept 2013- Apr 2017
Board Undergraduate Certificate in Creativity and Creative Problem Solving Sheridan College	Sept 2013- Apr 2017

ADDITIONAL INFORMATION

- Tools:** Figma, Claude, Gemini, Adobe Suite, Asana, Monday.com
- Languages:** Native English Speaker, Conversational Hebrew