Pablo Gutierrez-Gladwish

Digital Designer with 5 years experience in web, marketing, and branding

Portfolio
Pablogladwish.com

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pablogglad@gmail.com

EXPERIENCE

BMG360 – Mid sized agency focused on CRO — Designer

April 2022 - Oct 2024

Collaborated with cross-functional teams to conduct A/B testing on UI enhancements for landing pages, driving up to 29% lift in conversion rates.

Created performance ads for e-commerce brands resulting in a 2.76 ROAS.

Lead design from planning to development handoff of a SEO client hub site.

Researched industry standards and aggregated internal data to identify optimal breakpoint sizes.

Freelance Designer – Contract work with multiple clients— *Designer*

September 2021 - April 2022

Worked with a y-combinator startup to rebrand and create a new design system and website, as well as templated marketing materials.

Defined look and feel, created brand guidelines for two new restaurants.

Sociofabrica – Small web and brand agency — *Junior Designer*

July 2019 - September 2021

Worked with a cross-functional team and designed: digital marketing campaigns, brand systems & templates for startups, pitch decks (internally and for clients), and email campaigns.

Redesigned client site leading to a 2x increase in traffic and 36% decrease in bounce rate.

Lead the design of a branding project from start to finish.

EDUCATION

Rhode Island School of Design, Bachelors – Graphic Design

August 2014 - June 2018

SKILLS

User Interface - UI Design, Interaction Design, Design systems, Web Design, Wireframing, Rapid Prototyping, Design Research, ADA compliance, Branding, Project management, Information Architecture Figma, Photoshop, Adobe XD, Adobe Illustrator, Linear, Asana, Monday.com, HTML/CSS