

GABRIELLE Experience Designer

REED-CARLOCK OBJECTIVE: DESIGN FOR A CAUSE.

GABRIELLERC.COM | GABRIELLEARCARLOCK@GMAIL.COM | (540) 840-3318

EDUCATION

VCU Brandcenter | May 2026

M.S. Business/Branding,
Experience Design

Radford University | May 2022

B.S. Design, Management &
Entrepreneurship Minors

SKILLS

3D Modeling
AI Prototyping
Deck Design
Design Thinking
Experiential Design
Product Design
Project Management
UX/UI Design
Visual Storytelling

TOOLS

Adobe Creative Suite
AutoCAD
Canva
Figma
Framer
HTML & CSS
SketchUp
Terminal Four

CURRENT OBSESSIONS

Cereal Milk Ice Cream
DIY Press-On Nails
D3 Football Tailgates
Hamilton Soundtrack
Niche Reality Competition Shows
Puzzles (only the cool ones)

RELEVANT EXPERIENCE

VCU Office of the Provost | Aug 2024 - Present

Web Developer and Content Manager

- What I do: I manage and edit web content for university websites, aligning with brand guidelines.
- What I've learned: Proofread, proofread, proofread!

Allianz Partners | Summer 2025

UX Design Intern

- What I did: Organized partner files by segmentation and created a design library for optimization testing.
- What I learned: There are endless opportunities for optimization.

The Humble Hustle Company | Jul 2022 - Nov 2024

Graphic Designer

- What I did: Created graphics for multiple social media accounts and platforms, event signage, and various forms of apparel.
- What I learned: A good mentor can truly change your life.

Benny's Worldwide | May 2022 - May 2023

Senior Project Coordinator

- What I did: Managed the communications during the construction of new stores and maintenance of 32 established stores across 6 states.
- What I learned: Company culture is really important, and I value a job that values me too.

NOT RELEVANT, BUT BUILT CHARACTER

The Department of Veterans Affairs | Jul 2023 - Aug 2024

Advanced Medical Support Assistant

- What I did: Worked at a VA hospital assisting veterans with dental appointments.
- What I learned: While I love design, I really love mission-driven work. The dream is to bridge the two.