Gabriela **Warren**

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UX-Focused Graphic Designer
Digital Communications Expert

About Me

I am a visual designer and communications strategist with expertise in branding, user-centered design, and digital marketing. I am experienced in leading cross-platform campaigns and developing design strategies that translate complex ideas into engaging visuals across web, social media, multimedia, and print.

Core Skills

UX & Accessibility-Driven Design
Web Content Management
Project Management & Cross-Functional Leadership
Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
PowerPoint & Advanced Presentation Design
CMS Platforms (Blackboard, Interact, Thrillshare)
Email & Social Media Campaign Strategy
Brand Development & Identity
Vendor & Print Production Management
Mass Notification Systems

Tools & Platforms

Adobe Creative Cloud
Blackboard CMS
Interact CMS
Thrillshare CMS
Social Media Platform
PowerPoint
Web Analytics Tools
basic experience; further training ongoing
Email Marketing Platforms

Education

UT El Paso
Bachelors of Liberal Arts
Graphic Design
Journalism

Professional Experience

Communication Specialist – Branding

El Paso ISD 2015 to Present

- Lead the visual communication strategy for the district, supporting leadership in conveying strategic initiatives through compelling data visualizations and UX-driven design.
- Produce cross-platform digital content, including web, email, newsletters, PowerPoint presentations and multimedia campaigns, ensuring alignment with user experience best practices.
- Collaborate with internal departments and web developer to create and maintain UX focused web content and design
- Designed, launched, and maintained district-wide digital platforms, including EPISD@Home online learning platform and district website.
- Supervised and mentored graphic designer and college interns; manage project timelines.
- Spearheaded the rebranding initiative and implemented comprehensive branding guidelines across all digital and print assets.
- Supported communication strategy for the district's largest school bond campaign, resulting in successful community approval.
- Developed, implemented, and manage branding standards and guidelines for the district.
- Produce digital and print materials for social media, campaigns, and publications.
- Guide staff and vendors on branding, communications, and design standards.

Webmaster/Graphic Designer

Canutillo ISD 2014 to 2015

- Spearheaded the rebranding initiative, implemented and enforced comprehensive branding guidelines.
- Led website redesign and rebranding efforts to improve UX and accessibility.
- Managed development of interactive and print media; coordinated vendor partnerships for high-quality print production.
- Provided training and ongoing support for district and campus webmasters.

Graphic Designer

Socorro ISD 1997 to 2014

- Designed and implemented multi-channel marketing campaigns to support district initiatives.
- Collaborated on district website redesign projects.
- Developed district branding identity and designed logos for new schools and programs.
- Supported communication strategy for the district's bond campaign, resulting in successful community approval.