

Gabrielle Nisenboim

Graphic Designer/ Brand Strategist/ Artist

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Summary

With expertise in brand identity, campaign design, and packaging, I craft strategic, story-driven visuals that elevate brands across digital and print media. My multidisciplinary approach has helped clients in hospitality, fashion, arts, and corporate industries build memorable brand experiences through thoughtful, high-impact design.

Education

Tulane University 2017-2021	Bachelor of Science in Psychology Minors in Neuroscience, Design
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Professional Experience

Be As Creative
2024–Present

CREATIVE LEAD | BRAND & GRAPHIC DESIGNER

Lead brand identity and marketing design for clients across hospitality, arts, fashion, and corporate industries. Develop visual identities, digital and print assets, and campaign strategies, increasing client conversions by 25%. Conduct brand audits and integrate data-driven insights to optimize SEO, paid media, and analytics.

Studio Sum
2024–2025

GRAPHIC DESIGNER

Designed campaign visuals for EXPO Chicago, collaborating with local cultural institutions, brands, artists, and businesses to create cohesive marketing assets. Mentored one-on-one by a senior designer, refining brand strategy, visual storytelling, and creative execution.

Gabi Simone
Creative
2022–Present

FREELANCE DESIGNER & BRAND STRATEGIST

Designed brand guides, logos, social media content, and websites for artists, businesses, and organizations. Collaborated with agencies like All Terrain & Agency H5 to develop pitch decks for Instacart, Mars Wrigley, Playtika, NBA, and Ferrari.

Funky Junque
2022–2023

SENIOR GRAPHIC DESIGNER / E-COMMERCE BRAND STRATEGIST

Developed visual assets for paid social campaigns, helping multiple Amazon products rank in the top 10 within 30–60 days. Led a small team of junior designers, reducing project turnaround time by 50% through process optimization.

Internships

Agency H5
2023

PUBLIC RELATIONS & MARKETING INTERN

Conducted market research & campaign strategy development for PR and influencer marketing initiatives. Managed content production and social campaigns, optimizing performance for 4+ client accounts. Drafted press releases, media pitches, and storytelling-driven brand narratives.

Key Skills

Brand Identity & Development | Packaging Design | Campaign Strategy

Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Figma | Canva

Typography & Layout Design | Print & Digital Collateral | Web & Social Content

Creative Concept Development | Visual Storytelling | Marketing Strategy

References

Brian Schiller

Be As Creative / Founder

Phone: 708-805-2910

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Ashley Ryann

Studio Sum / Graphic Designer

Phone: 863-444-3344

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Kathleen Sarpy

Agency H5 / Founder & CEO

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