

GINA CUSANO

GRAPHIC DESIGNER / UX DESIGNER

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My background is in graphic design where I have over 18 years of experience working with clients across diverse industries. I've worked on a freelance, contract, part time and full time basis with a reputation of consistently producing high-level creative solutions that meet project goals. I'm also an aspiring UX designer slated to graduate with a product design certificate in a few short months. I've learned all aspects of the UX design process and completed coursework focused on crafting product case studies. With my creative prowess and fresh UX skillset, I'm eager to secure fulltime employment.

EXPERIENCE

SR. GRAPHIC DESIGNER

Jul 2010 – Ongoing

Lighthouse Communications

Lead Sr. Graphic Designer for B2B marketing and corporate communications company. Consistent success conceptualizing and producing digital and print deliverables for Fortune 500 clients, including Adobe, Amgen, Amazon Web Services, Gilead Sciences, ServiceNow and Silicon Valley Bank. Completed 600+ projects over 13 years, including corporate initiatives, branding & identity, corporate training handbooks, learning & development program materials, digital user guides, tradeshow and event materials, and executive development programs and simulations.

SR. GRAPHIC DESIGNER

Oct 2012 – Ongoing

Cal Lutheran University

Periodically contracted to complete projects that exceed the campus marketing departments' bandwidth. Creation of fresh, compelling designs for fundraising/endowment brochures, invitations, sponsorship materials, campus partner logos, university magazines and event posters. Proven history of increasing the profile and visibility of Cal Lutheran's diverse audience. Adept at properly reflecting the institution's brand, messaging and tone.

WEB DESIGNER

Oct 2019 – Ongoing

Thinking2

Since 2019, primary designer for web design and development firm. Creation of high-fidelity mockups, prototypes and page layouts setting stylistic standards for development. Execution of all visual design stages from concept to delivery of final files. Mastery of conceptualizing original design ideas, smart use of brand elements and translation of content for an effective user experience. Key catalyst for the launch of 19+ top-tier client websites increasing online traffic and boosting sales.

VISUAL DESIGNER

Aug 2023 – Oct 2023

Pennymac

Contract role for in-house marketing department at top national mortgage lender with over 4 million lifetime customers. Produced original, high-level creative media, including digital, print, broadcast and social. Managed daily schedule to accommodate creative tasks, remained efficient under changing deadlines, reliable self-starter, and demonstrated capacity to directly interface with channel stakeholders. Worked both collaboratively and independently, articulated new ideas and presented design concepts. Over a 3-month period, successfully completed 30 creative projects.

GRAPHIC DESIGNER

May 2015 – Jun 2022

Northrop Grumman

Contract graphic designer for leading global aerospace, defense and security company with a national revenue of \$38 billion. Interfaced with key Facilities Department stakeholders to produce original designs for the Woodland Hills and Redondo Beach, CA locations. From start to finish, created 24 dynamic, visually engaging interior wall coverings, large-scale installations and digital application designs. This work elevated office environments, enhanced company culture and increased internal workflow. Refined designs to conform to budgets and technical specifications.

GRAPHIC DESIGNER

Jan 2018 – Jul 2019

Basic American Foods

Assisted creative team with a complete rebrand of all food service sales media – a channel comprising 70% of the company's business. Ensured brand consistency across 100+ marketing pieces for the top 4 food service products, including product brochures, sales sheets, direct-mail pieces, newsletters, magazine ads, web banner ads and email templates. Increased overall brand recognition with timely delivery of high-quality design output.



DIGITAL DESIGNER

Jan 2012 – May 2020

Alcatel-Lucent Enterprise USA

Digital designer for one of the world's leading networking, communications and cloud solutions providers. Over the course of 7 years, completed high-fidelity deliverables for over 35 products and services. Participated in creative team collaboration, brainstorming sessions, solved usability problems. Created visual identities and style guides across social media, websites, emails, interfaces and advertising initiatives.

GRAPHIC DESIGNER

Jan 2009 – Jun 2009

Kaiser Marketing

Fulfilled 5-month graphic design contract by supporting the agency's marketing team. Worked closely with key stakeholders, produced engaging digital and print assets for top clients, including Norwegian Cruise Lines and Pepperdine University. Achieved 3 month contract extension for exceeding role requirements.

WEB DESIGNER

May 2008 – Jul 2008

National Football League

During a 3 month contract, designed impactful user interfaces, created page mockups and visual identities for highly trafficked NFL team websites. Crafted 5 custom icon sets and vibrant graphic components complying with specific branding guidelines. Collaborated with information architects on wireframes and product requirements.

ART DIRECTOR

Jan 2007 – Mar 2008

Schiedermaier & Associates

Hired to build the art department of the SoCal headquarters from scratch. Established design system processes, managed creative project lifecycles and designed compelling materials for foodservice clientele consisting of 80% of the company revenue. Presented design concepts, managed timelines and developed print vendor resources.

STRENGTHS

- Expert understanding of visual design principles, typography, color, composition, branding, etc.
- Fluent in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) and Figma
- UX/UI experience creating visual identities, interface designs, style guides and full mockups
- Aptitude for executing high-level creative solutions for client objectives and project requirements
- Attention to detail with precision to complete accurate and high-quality work
- Excellent time management with ability to multitask and assure timely completion of projects
- Adaptable to project scope or requirement changes and flexible to different roles/tasks within a team
- Collaborative teamwork with other designers, developers, and key stakeholders
- Self-Motivated, takes initiative without needing constant direction
- Strong verbal and written communication skills; effective at presenting ideas and concepts
- Passion for continuous learning, current design trends, emerging technologies and utilizing AI

EDUCATION

Cal Poly San Luis Obispo

Bachelor of Science Art and Design – Magna Cum Laude
2000 Graduate

Designlab

UX Design Academy
Certificate – February 2025

UX Design Foundations
Certificate – June 2024

SOFTWARE

Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat Pro
Adobe Firefly
Adobe Premiere Rush
Adobe XD
Figma
Google Productivity Apps
Microsoft Office
Miro
Optimal Workshop
Project Management Apps
Whimsical

UX/UI

Methods

Wireframing
Prototyping
Information Architecture
Storyboarding
Journey Mapping
Site Mapping
User and Task Flows

Research

User Interviews
Competitor Analysis
Usability Testing
Heuristic Evaluation
Concept Testing
Research Synthesis

Design

UX/UI Design
Interaction Design
Visual Design
Responsive Design