

GINA CUSANO

Product Designer

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EDUCATION

Designlab
UX Design Certification

Designlab
UX Foundations

Cal Poly San Luis Obispo
BS Art & Design

SKILLS

UX Design

Design Thinking
Design Systems
Interviews
Affinity Mapping
Site Mapping
User Personas
User Flows
Usability Testing
A/B Testing
Sketching
Wireframing
Prototyping
Accessibility

Visual Design

Branding
User Interfaces
Digital Assets
Mockups
Interactive Prototypes
Ideation
Responsive Design
Graphic Design
Print Design

Tools

Adobe Creative Suite
Adobe XD
Figma
Optimal
Maze
Whimsical
Google Analytics

15+ years of design experience, having launched over 50 projects for companies like Amazon, Gilead and Adobe. Currently open to new UX/UI Design opportunities.

VISUAL DESIGNER / UX COLLABORATOR

Thinking2 Oct 2019 – Present (Freelance)

- ✦ Spearheaded design for 19+ high-visibility website launches
- ✦ Created responsive page layouts, high-fidelity mockups, and design systems
- ✦ Partnered with developers and clients to ensure smooth production handoff
- ✦ Owned end-to-end visual design process across desktop platforms
- ✦ Applied UX best practices to optimize site architecture and user flows

SR. GRAPHIC DESIGNER

Lighthouse Communications Jul 2010 – Present (Freelance)

- ✦ Delivered end-to-end graphic design for digital and print projects, completing 600+ assignments for Fortune 500 clients including Amazon, Gilead, Amgen, Adobe and WestEd
- ✦ Produced user-focused marketing materials, internal training tools, brand identity systems, event collateral, interactive user guides, and educational resources
- ✦ Directed creative strategy while ensuring consistency across brand systems and campaigns
- ✦ Championed consistent visual hierarchy and accessibility best practices across platforms
- ✦ Aligned client goals with user needs through iterative design

SR. GRAPHIC DESIGNER

California Lutheran University Oct 2012 – Present (Project Based)

- ✦ Provided ongoing design support for university marketing efforts including fundraising campaigns, sponsorship kits, faculty programs, and alumni outreach materials
- ✦ Developed compelling visuals to engage diverse audiences while upholding brand integrity

VISUAL DESIGNER

Pennymac Aug 2023 – Oct 2023 (Contract)

- ✦ Produced 30+ creative deliverables within 3 months for in-house marketing across digital, print, broadcast, and social platforms; balanced daily deadlines with rapid iteration
- ✦ Delivered polished, user-first content in high-volume environments
- ✦ Participated in agile content planning meetings and cross-channel rollouts
- ✦ Demonstrated adaptability and independent problem-solving under fast-paced conditions

ENVIRONMENTAL & DIGITAL DESIGNER

Northrop Grumman May 2015 – Jun 2022 (Contract)

- ✦ Designed 24 large-scale branded installations for two office locations
- ✦ Collaborated with Facilities stakeholders to develop visual storytelling experiences that boosted morale, team identity, and internal brand alignment
- ✦ Crafted visually engaging environments supporting employee engagement
- ✦ Translated design concepts into scalable assets for both print and digital use

DIGITAL DESIGNER

Alcatel-Lucent Enterprise Jan 2012 – May 2020 (Freelance)

- ✦ Contributed to branding, UI visuals, and creative campaigns for 35+ product launches
- ✦ Executed social, web, email, and advertising designs while solving usability issues
- ✦ Collaborated on ideation, wireframes, and visual direction with product teams
- ✦ Developed scalable design systems and cross-platform visuals
- ✦ Supported user-centric design with attention to detail and brand alignment