

GABRIELA SILVA

Art Director

www.gabriela-silva.com | gsilva180@gmail.com

An Art Director, a creative thinker and problem solver with over fifteen years of experience navigating brand development and visual content creation across streaming, digital media, advertising and telecommunications. My passion has led me to global corporations such as Pinterest, Fitbit/Google, Roku and LinkedIn.

PROFESSIONAL EXPERIENCE

ROKU INC | SAN JOSE, CA

Senior Visual Designer (April 2021 - Present)

Create and develop strategic experiences for Roku's Post Launch products on device and mobile experiences.

- Create and delight our consumers with innovative branding for major tentpole campaigns such as BMW, Geico, Lexus, Target, Verizon, 7Eleven
- Create and collaborate with stakeholders and engineering to develop and mock animated title cards, themed wallpapers, screensavers, ads, scannable videos, microsites and develop creative guidelines
- Design, test and deploy pixel perfect assets for US and global counterparts

FITBIT (NOW A PART OF GOOGLE) | SAN FRANCISCO, CA

Senior Visual Designer (July 2020 - March 2021)

Create experiences that motivate and guide people through a lifelong health journey.

- Create and collaborate with brand, visual, motion, UX designers, engineers and researchers across US and Europe to create engaging and delightful experiences on device, website, mobile and social platforms

PINTEREST | SAN FRANCISCO, CA

Senior Communications Designer (May 2019 - June 2020)

Create marketing, sales, presentation and pitch materials for the Advertiser and Creative Strategy team.

- Work across advertising programs, narratives and product marketing translating data and insights into actionable and compelling materials for use across marketing channels
- Create materials that clearly communicate Pinterest's value to businesses such as presentation decks, one pagers, case studies, sales collateral, print materials and event signage to achieve specific company and customer goals
- Create and execute design concepts while maintaining the Pinterest brand across products

GABRIELA SILVA

Art Director

www.gabriela-silva.com | gsilva180@gmail.com

LINKEDIN | SUNNYVALE, CA

Senior Communications Designer (May 2017 - March 2019)

Craft customized marketing experiences to engage employees.

- Craft and distill marketing strategy and messaging into impactful experiences to engage employees across print, web, presentation design and video
- Partner with other designers, program teams, learning partners, and regional partners to create go-to-market plans for learning programs

SHUTTERFLY INC | REDWOOD CITY, CA

Senior Creative Designer (June 2014 - March 2017)

Craft work across all aspects of the customer experience.

- Contribute to strong strategies and creative marketing communications including advertising, online user experience, print, logo development and social media
- Work closely with Product Management and User Experience groups on product development across website to ensure efficiency of the site

EDUCATION

ACADEMY OF ART UNIVERSITY | SAN FRANCISCO, CA

Bachelor of Fine Arts, Graphic Design (June 2006)

COMPETENCIES | ACHIEVEMENTS | VOLUNTEERING

Competencies

Adobe Photoshop, After Effects, InDesign, Illustrator, Sketch, Figma, PowerPoint, PC/Mac, Google Suite

Achievements

Roku makes the cut on Fast Co., Pinterest 100: 2020, Pinterest Compassionate Search 2019, Pinterest Well Being, Pinterest Lens

Volunteering

- Know Your Rights Camp: Civil Rights and Social Action
- Equal Justice Initiative: Civil Rights and Social Action

Personal Interests

Architecture, interior design, travel, music, mystery novels, rock climbing