



# Gianna Keiko

UX Designer

 404.372.3924

 uxui@giannakeiko.com

 giannakeiko.com/uxui

## Work Experience

### UX Designer

We Are Open Circle | 2021 - June - Nov

- 4 month contract following UX design process from mixed-method research to front end implementation. Analyzed research, designed wireframes, created UI style guide, installed designs, provided UX consultation to stakeholders at project handoff
- Project success metrics: 14% reduction in drop-off rates, 7% increase in page views, tripled search traffic
- Sole Designer. My designs are live on site and social

### Director of Marketing and Communications

Inner Space Designs | Dec 2019 - June 2021

- Collaborated on Customer Journey Maps for service design audit
- Designed customer contact forms on website. Designed go to market strategy- doubling Instagram followers and site traffic in first 8 months.
- Budgeted, produced and promoted suite of 5 branding videos across omnichannels. Executed weekly photoshoots of designs
- Measured KPIs on owned media (watch time, cpc)

### Creative Manager

YMCA of Silicon Valley | Nov 2015 - Jan 2018

- Graphic Designer for 7 branches. Led SEO strategy, marketing calendar, & targeted emails, increased enrollment in desired demographics by 25%.
- Designed iterative methodology for material templates. Streamlined workflow, which reduced employee time and print/design delays

### Brand Manager

TurnKey Marketing & Promotion | Jul 2014 - Jun 2016

- Organized in-person guerilla marketing campaigns/user research for locally sourced, non-GMO, organic food lines
- Employed mixed-method approaches for gathering feedback and incentivizing participation, managed field studies, surveys and user reports

### Founding Photographer & Brand Director

GK Photography & Media, LLC | Jan 2017 -present

- Founded award winning business; managed 5 direct reports; designed site & sales funnel, created customer journey maps
- Photographed national campaigns for Nike, REI, Stio
- Collaborated with set design, producer & agency to drive initiatives

## Education

### Bachelor of Business Administration, Marketing

University of Georgia | 2009

### Bachelor of Fine Arts, Photography

CUNY Hunter | 2013

### UX/UI - 6 month Immersive

Georgia Institute of Technology | 2021

## Certificate

Certificate in Accessible Design- Interaction Design Foundation

Certificate in User Experience- Google/Coursera

Certificate in Digital Photography - ICP, NYC

Certificate in Cinematography- NYU, NYC

## Skill & Expertise

- Design Thinking
- Content Planning
- Adobe Creative Suite
- Figma, Miro, Invision
- HTML & Css
- Market Analysis
- Communication Skills
- Time Management
- Prototyping & Sketching
- Brand Strategy & SEO