

# Gaby Quintana

## SUMMARY

Senior Brand Designer & Design Lead with 13+ years of experience across graphic design, marketing, and product design, including 7+ years focused on brand systems. Experienced in leading creative execution across digital and print, guiding visual direction, and ensuring consistency at scale. Known for a thoughtful, organized approach and the ability to balance elevated aesthetics with practical business goals.

## SKILLS

- + Creative Leadership & Art Direction
- + Brand Systems & Visual Identity
- + Layout, Typography & Typesetting

- + Product, Packaging & Cover Design
- + Print Production & Press-Ready Files
- + Cross-Team Collaboration

- + Design Systems & Workflow Organization
- + Adobe Creative Suite
- + Trello/Asana

## EXPERIENCE

### TEST MONKI

*Senior Graphic Designer/Brand Designer*

REMOTE

Jan 2021 - Present

- + Designed and refined performance-driven campaign assets for healthcare and small business clients, including Google Ads and social creative informed by A/B testing insights.
- + Partnered with 20+ clients annually to develop, maintain, and evolve scalable brand systems, ensuring consistency across campaigns.
- + Led brand rollouts across digital and print, ensuring cohesive execution, quality consistency, and conversion-minded design.
- + Developed high-engagement Pinterest campaigns reaching 15K+ viewers, increasing brand visibility and reach.

*Designer*

Aug 2018 - Jan 2021

- + Prepared press-ready files for brochures, reports, and branded collateral, ensuring color accuracy and print quality.
- + Contributed to brand identity development through logo exploration, color palettes, visual direction, and presentation templates.
- + Updated website graphics and collaborated with developers to maintain brand consistency and functionality.

### FAROUK SYSTEMS (CHI USA)

*Graphic Designer*

HOUSTON, TX

Jan 2017 - Aug 2018

- + Designed packaging and digital assets for CPG launches, preparing accurate, press-ready mechanicals for production.
- + Produced weekly email campaigns and paid ad creative with multiple design variations to drive engagement and performance.
- + Collaborated with marketing and e-commerce teams to ensure cohesive visual execution across retail, social, and digital platforms.

### PAPELLERIE

*Graphic Designer & Production Manager*

HOUSTON, TX

Dec 2015 - Dec 2016

- + Designed invitations, stationery, and event branding to create cohesive, detail-driven client experiences.
- + Managed production schedules, vendor coordination, and on-site signage installation to ensure smooth, timely execution.

### THEATRE UNDER THE STARS

*Marketing Coordinator & Design*

HOUSTON, TX

Sep 2013 - Dec 2015

- + Designed show graphics, fundraising collateral, and event materials for seasonal productions and community initiatives.
- + Produced digital ad campaigns, including Google Ads and display creative, supporting ticket sales and audience engagement.
- + Created photography, video ads, and motion graphics for use across digital marketing channels.
- + Coordinated events and mentored interns to support productions and maintain consistent brand execution.

### LUMINESS AIR

*Graphic Designer*

STAFFORD, TX

July 2012 - Sep 2013

- + Designed weekly email campaigns, social graphics, and e-commerce visuals to promote launches and boost engagement.
- + Produced creative assets for packaging and paid ads, ensuring cohesive, on-brand campaigns across digital and retail.

## VOLUNTEER WORK

### JUVENTUD VERBO INTERNACIONAL

*Volunteer Art Director*

REMOTE

March 2023 - Present

- + Lead creative direction for the organization, establishing brand identity and visual standards across digital and print.
- + Organize and guide the creative team, providing direction, feedback, and production oversight.
- + Design and maintain the website, conference branding, and all print materials, overseeing execution from concept through production.

## EDUCATION & CERTIFICATES

### THE ART INSTITUTE OF HOUSTON (NORTH)

+ Graduated with honors and recognition from the National Technical Honor Society

HOUSTON, TX

July 2012

### FUTURE LONDON ACADEMY (BRANDING NOW)

+ Gained hands-on training in brand strategy, positioning, and experience design from leading global practitioners.

REMOTE

July 2025