

# GABRIELLA PRINCE-GABB

SENIOR GRAPHIC DESIGNER

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## SUMMARY

I am a collaborative, multidisciplinary creative with over 10 years of experience in digital marketing and print design. Self-motivated, thriving in both fast-paced agency and in-house environments, I have been part of the Marketing and Product Design Teams at LifeWorks by Morneau Shepell and the Brand Team at TELUS Health since 2017, where I've honed my skills in developing impactful creative. My recent work centers on supporting the mental, physical, and financial well-being of individuals and organizations globally, as well as assisting healthcare providers in optimizing care delivery across Canada. I am now seeking a new role where I can further expand my creativity, collaborate with diverse teams, and contribute to meaningful projects.

## WORK EXPERIENCE

**SENIOR GRAPHIC DESIGNER** TELUS Health/LifeWorks October 2017-Present

Founded in 2016, LifeWorks was the first all-in-one total well-being platform, combining employee assistance, wellness, recognition, and incentive programs to engage 100% of the workforce. Acquired by Morneau Shepell in 2018, LifeWorks was subsequently acquired by TELUS Health in 2022, continuing its mission to enhance employee well-being across organizations globally.

TELUS Health, a division of TELUS Corporation, is transforming healthcare with digital solutions that improve access, efficiency, and patient care. Serving nearly 72 million lives in over 160 countries, TELUS Health's team of 10,000 professionals provides tailored services in mental, physical, and financial well-being. Committed to creating healthier communities and workplaces, TELUS Health leads global healthcare innovation.

- Designed user-focused communication materials that improved app user and patient experiences by tackling key pain points and making their interactions more seamless and engaging.
- Oversaw brand guardianship by updating brand guidelines as needed and ensuring all communications and materials consistently align with brand standards from both a design and copy perspective.
- Developed the concept for a monthly video series, created storyboards and provided ongoing creative direction to an external animation team to ensure alignment with the project's vision and objectives.
- Collaborated with the sales team to produce promotional materials, sales decks, newsletters, proposals, social media posts, and sell sheets, while enhancing brand presence at industry events through banners, booths, guides, and flyers.
- Led several comprehensive rebrands of end-user communication materials—like articles, user guides, infographics, brochures, and presentations—ensuring they were localized for different regions while improving brand consistency and global appeal.
- Managed multiple high-priority projects from concept to completion, making sure everything was delivered on time and to a high standard. I worked closely with stakeholders to refine briefs, gather feedback, and maintain clear communication, which helped streamline processes and build strong, collaborative relationships along the way.
- Designed weekly global perks banners and monthly flyers with vendors to communicate platform offers clearly.
- Created tailored materials for Canadian healthcare professionals, authorities, and hospitals using TELUS Health's services.
- Led the global redesign of health coaching brochures and localized materials following acquisitions, ensuring alignment with the company's vision and market positioning.
- Produced co-branded materials to represent both client and company identities within brand guidelines.

*Clients: State Farm Insurance, State of Illinois, Royal Bank of Canada, US Bank, KPMG, Walgreens, Marriott*

## **FREELANCE SENIOR GRAPHIC DESIGNER**

The Online Studio August 2017-September 2017

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Global content design studio specialising in creative solutions that give clients a competitive edge, drive marketing impact, and meet strategic goals.

- Partnered with the Creative Director to create engaging promoted Pinterest images for US brands, ensuring alignment with brand identity and visual trends.
- Conducted research to optimize designs for target demographics and maximize platform engagement.
- Refined visuals based on feedback, delivering high-impact assets that boosted brand visibility.

*Clients: Walmart, Zillow, AT&T, Dyson, Land Rover, Adidas, Airbnb & Sally Hansen.*

## **FREELANCE DIGITAL DESIGNER**

Exposure

July 2017-August 2017

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A global creative agency that unites brand, audience, and culture to deliver breakthrough campaigns. With offices in New York, London, and Paris, the agency creates work that inspires positive cultural change.

- Photographed products to create high-quality, engaging visuals for social media.
- Designed optimized social assets for Twitter, Instagram, and Facebook.
- Created animated GIFs to boost engagement and add visual interest.
- Developed cohesive carousel ads for Facebook to drive user interaction.
- Produced on-brand channel artwork for platforms including Google+ and YouTube.

*Clients: Clive Christian, TOM FORD & Triumph Lingerie.*

## **CONTENT CREATIVE**

Yubl

October 2016 - November 2016

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A social media app that featured a private group messenger space, a public space for the users to express their passions to other users and an Explore area so users could discover more things and people that they loved.

- Worked alongside the Head of Content to create engaging social content including pitch visuals.
- Refreshed and refined creative (social assets and accompanying logos) to appeal to the target audience.
- Created concepts for new profiles on the platform.
- Curated content for existing brands and designed social assets based on the sentiment of the profile.
- Scheduled posts for coming weeks and ensured all assigned profiles were up-to-date.

## **MIDWEIGHT DIGITAL DESIGNER**

Exposure

November 2014- October 2016

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- Led asset creation for global social toolkits (Twitter, Instagram and Facebook).
- Worked closely with client to see toolkits through from concept to completion.
- Photographed products and retouch images for use as social assets.
- Art directed photoshoots and oversee all creative output.
- Developed and execute creative concepts for email templates, rich media banners and responsive webpages.
- Worked with wider team to produce pitch visuals.
- Adapted existing digital out-of-home designs for large format print.
- Created ad skins for Grazia and homepage takeovers to support campaigns.

*Clients: Triumph Lingerie, Coca Cola, MCM, Smartwater, Tie Break Tens, Thorpe Park, Alton Towers, Thomson, Sealife, Kallo, Clipper, Patron and Microsoft.*

## **JUNIOR DESIGNER**

Orange Digital

November 2013- November 2014

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A leading global telecommunications operator with an in-house design agency serving both Orange, EE, and external clients.

- Designed webpages from wireframes.
- Led the concepting and concepting for creds deck, white papers and company presentations.
- Created an asset bank that is easily accessible to everyone to support the standardising of the templates.
- Worked closely with Art Director to produce company marketing materials.
- Collaborated with motion graphics designer and CEO to craft interactive animations that motivate the national teams to achieve the company vision.

*Clients: Orange & EE*

## JUNIOR DESIGNER (INTERN)

VML London

November 2012- November 2013

A global creative company, formed from the unification of two leading advertising agencies, Wunderman Thompson and VMLY&R. Known for blending creativity, technology, and strategy, VML delivers transformative, customer-centered experiences.

- Worked alongside UX to design and develop faceted navigation for DM Drogerie.
- Monthly design and localising of social media assets for 14 different markets.
- Updates to Facebook campaign app and rollout of rich media banners.
- Designed responsive product pages for new product launches.
- Led creation of vinyl graphics for new office and branding of creative team blog.

*Clients: Premier League, Premier Inn, Colgate, Nestle, DM-Drogerie Markt, The British Library and Xbox.*

## FREELANCE FASHION RETOUCHER

Bernard Deckert

June 2010-September 2010

Specialist in commercial photography, combining a deep understanding of brands and client needs.

- Delivered high-quality retouched images for print and online.
- Managed high volumes independently, meeting tight deadlines with precision.
- Ensured accurate color matching to maintain brand consistency.
- Streamlined retouching processes to enhance quality and workflow efficiency.

*Clients: Alexander McQueen, Matthew Williamson, Soloro.*

## JUNIOR MULTIMEDIA DESIGNER (INTERN)

Publicis Modem

July 2007- August 2007

Publicis Worldwide provides strategic creative and digital ideas helping clients to Lead the Change and to succeed in their own marketing transformation.

- Developed web banners with the oversight of the Creative Director for an award winning campaign.
- Carefully selected library shots for use in both print and web.
- Created layouts and animated GIFs utilising a range of Adobe Software.

*Clients: HP*

## EDUCATION

Year 2009 - 2012

### BA (HONS) GRAPHIC DESIGN

Preston, Lancashire

University of Central Lancashire







Year 2007 - 2009

### BTEC ND MULTIMEDIA

London, UK

Barnet College

## SKILLS

- Photoshop 
- InDesign 
- Illustrator 
- Figma 
- Sketch 
- MS Office 

**REFERENCES AVAILABLE UPON REQUEST.**