

GABRIELA GORDON

graphic designer & photographer

EDUCATION

Bachelor of Fine Arts in Graphic Design
Minors in Photography and Art History, 2020
Magna Cum Laude
The College of Saint Rose, Albany, NY

STUDY ABROAD

Advanced Photography in Iceland
two weeks, May 2019

HONORS AND AWARDS

Identity & Brand Designer
City of Albany, New York, 2021

Artist Scholar Award
The College of Saint Rose, 2020

Award of Excellence, Millbrook Library Website
University & College Designers Association, 2020

Award of Excellence, Photographs 9.19
University & College Designers Association, 2020

Chair, Senior Exhibition
The College of Saint Rose, 2020

Exhibitor, Senior Art Exhibition
Esther Massry Gallery, The College of Saint Rose, 2020

Service and Appreciation Award
The College of Saint Rose, 2019, 2020

Silver ADDY Award, Website (Desktop or Mobile)
Capital Region Advertising Federation, 2020

Silver ADDY Award, App (Mobile or Web-Based)
Capital Region Advertising Federation, 2020

Trustees Scholarship
The College of Saint Rose, 2016–2020

Finalist, ADDY Awards, Stationery Package
Capital Region Advertising Federation, 2019

Artwork selected, juried Undergraduate Exhibition
The College of Saint Rose, 2017–2020

Dean's List
The College of Saint Rose, 2016–2020

MEMBERSHIPS AND COMMUNITY INVOLVEMENT

Volunteer & designer in-kind (Sponsor), CANstruction
Capital Region, 2021, 2023, 2024, 2025

Contributing Member, AIGA
Upstate New York Chapter, 2019–present

President, AIGA Student Chapter
The College of Saint Rose, 2019–2020

Secretary, AIGA Student Chapter
The College of Saint Rose, 2018–2019

Volunteer, Undergraduate Exhibition
The College of Saint Rose, 2018–2020

PROFESSIONAL EXPERIENCE

2communiqué, Albany, NY | Hybrid
Associate Art Director & Producer 2026–present
Assistant Art Director & Producer 2025–2026
Senior Designer & Producer 2023–2025
Designer 2022–2023

I work collaboratively with my team & our strategic partners to design and develop integrated, audience-focused, brand storytelling for community-driven organizations. As a project lead, I am responsible for art direction, layout/production, and client/project management for cross-platform editorial experiences. While leading the digital projects for the studio, I consider how to expand traditional print experiences into scalable multi-channel publications including design and development for *The Issue*, a digital publication produced by the 2communiqué studio. Within my role as Producer, I oversee studio operations by maintaining and implementing our systems and processes. In collaboration with the creative director, I lead studio marketing and play a supporting role in our new business development.

Envision Architects, Albany, NY | Hybrid
Graphic Designer 2020–2022
Design Intern 2019–2020

Responsible for all aspects of in house branding such as office standards, marketing, design, and business development collateral, acts as design support for internal project teams for clients within the firm's market sectors including education and healthcare, project designer/team member for signage and wayfinding projects, pre-press production coordinator

de.MO Branding and Design, Millbrook, NY, Summer 2018
Design Intern

Assisted with the production of two web-based design projects and print book design

DESIGN SKILLS

Visual communication and concept development from research to completion: identity and branding, business systems, editorial design, poster design, information design, integrated branding, advertising, package design, user interface and user experience design, signage and wayfinding, and pre-press production

TECHNICAL SKILLS

Proficient in: Adobe Creative Cloud including Illustrator, Photoshop, InDesign, Lightroom, Dimension, and Acrobat; WordPress; Figma; Squarespace; Microsoft Office including Word, Excel, Outlook, and PowerPoint. Studio and Film Photography, Traditional Darkroom Printing. Familiar with: Adobe After Effects & Adobe Premier Pro

EXHIBITIONS

Closing Thoughts: Honoring Saint Rose (Exhibitor & Senior Graphic Designer)
Esther Massry Gallery, May 2024

Senior Exhibition
Esther Massry Gallery, September 2020

Student Exhibition
The Photo Center of the Capital Region, March 2020

Land of Fire and Ice: A Photographic Journey of Iceland
Picotte Gallery, The College of Saint Rose, Fall 2019

Reminiscence: A Memoir Portrait Series
The Fountains at Millbrook, Winter 2020
Neil Hellman Library, The College of Saint Rose, Spring 2019
Picotte Gallery, The College of Saint Rose, Fall 2018

The Beauty in Simplicity
The Fountains at Millbrook, Winter 2018

If Light Could Sing: An Experimental View on Distorted Light Photography
Picotte Gallery, The College of Saint Rose, Fall 2017



