



# GABRIELLE LING

Graphic Designer | Illustrator

Creative professional transitioning into graphic design, bringing over 10 years of administrative precision and organizational expertise. Delivered projects in brand identity, digital design, and UX, focusing on producing user-centered solutions while leveraging visual storytelling to communicate brand narratives for industries such as skincare, wellness, and technology.

## CONTACT

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## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Procreate  
Figma  
Slack  
Digital Design  
Email Design  
Logo Design  
Web Design  
Illustration  
Graphics  
Google Suite  
Typography  
Copywriting  
Project Management  
Schedule Management  
Yoga  
Pilates

## EDUCATION

Texas Wesleyan University  
B.A. in Political Science  
Minor in English  
August 2008 - May 2011

## CERTIFICATIONS

200 Hour Yoga Teacher Certification  
August 2016 (Current)

Pilates Mat Teacher Certification  
August 2016 (Current)

## EXPERIENCE

### Graphic Designer | Freelance

March 2024 - Present

- Mila Moursi (Skincare Brand): Created 15+ visually cohesive email designs and animations, enhancing brand aesthetics and customer engagement.
- Beyond Fresh (Health & Wellness): Designed Instagram posts, promotional emails, and website elements, optimizing for platform-specific engagement and brand alignment. Website visits in August 2024 increased by 83% in comparison to previous year.
- Referendum (App): Shaped brand identity by refining the logo, icons, color scheme, and style guide; collaborated on wireframes, sign-up flow, and overall user experience. Designed website components and illustrated key elements.

### Executive Administrative Assistant | EmPRO Insurance Co.

March 2022 - November 2024

- Managed 10+ executive calendars and communications, overseeing complex scheduling, prioritizing high-level meetings, coordinating travel arrangements, and facilitating client interactions to ensure seamless and efficient operations.
- Created polished presentations and reports, utilizing Microsoft Office to provide high-quality, client-ready documents.
- Streamlined office operations and vendor relations, supporting smooth workflow and clear interdepartmental communication.
- Coordinated with over 6 cross-functional teams, including finance, claims, actuarial, education, risk management, and marketing, serving as a primary liaison for visitors, clients, and stakeholders.

### Physical Therapy Aide | Scarsdale Physical Therapy

October 2021 - May 2022

- Collaborated with physical therapists to develop and implement individualized exercise plans for over 30 patients weekly, enhancing patient engagement and improving recovery times.
- Streamlined inventory management processes for therapeutic equipment, ensuring 100% availability of necessary supplies.

### Yoga/Pilates Mat Instructor | Yoga Haven

August 2016 - April 2022

- Led 3-4 weekly multi-level studio yoga classes, with a personalized approach, blending Vinyasa flow with Pilates for enhanced physical and mental well-being.
- Delivered individualized recommendations that addressed unique client goals while fostering engagement; resulted in a measureable improvement in participant loyalty demonstrated by consistent attendance records maintained monthly.