

Gina B.

GRAPHIC / WEB UI / UX DESIGNER

Professional Summary

Senior UX/UI designer and design-systems leader with 15+ years transforming legacy, multi-site ecosystems into cohesive, WCAG 2.1 AA-compliant products. An expert in React, Material UI, and Figma, I partner with product engineering, and research teams to plan, prototype, test, and ship high-performing experiences.

Delivered a county-wide overhaul spanning 40+ Kentico/.NET sites, establishing governance, reusable components, training, and SEO/analytics instrumentation. Collaborative mentor who scales accessibility and consistency while moving teams from insight to shipped outcomes.

Experience

OWNER / DESIGNER, GINATIVA DESIGNS

CURRENT

- Design and build responsive websites using UI/UX best practices, HTML/CSS/JavaScript, and modern CMS platforms.
- Translate research and testing insights into accessible interfaces that meet WCAG 2.1 AA standards.
- Develop brand-aligned graphics, reusable components, and prototypes to accelerate delivery.
- Drive go-to-market tactics—email, SEO, and content—to grow traffic and retention.
- Lead client discovery, define scope and roadmaps, and manage timelines, vendors, and iterations.

SENIOR EXPERIENCE DESIGNER, OCLC

2022-2024

- Modernized legacy web experiences using React and Material Design within an in-house design system.
- Redesigned navigation, page layouts, and visual language to improve usability, performance, and accessibility (WCAG 2.1 AA).
- Partnered with product, research, and engineering to define requirements; delivered user flows, wireframes, and interactive prototypes.
- Planned and facilitated usability tests, synthesized findings into prioritized design iterations and backlog items.
- Managed a student book-exploration portal from concept through release, coordinating schedules, reviews, and stakeholder communications.

Skills

- UI UX Design
- Digital Advertising
- Accessibility Testing
- Content Creation
- Storytelling
- Adobe Creative Suite
- Figma
- Branding
- Web Design
- Graphic Design

WEB DESIGN LEAD / MARKETING SPECIALIST

2015-2022

- Led county-wide web modernization, designing and coding 40+ Kentico/.NET sites and templates; ensured cross-browser compatibility and maintainability.
- Established UX strategy, componentized patterns, and governance to help agencies manage content independently.
- Ran accessibility audits and remediation to meet WCAG 2.1 AA, enforced brand and UI standards across properties.
- Delivered SEO and analytics instrumentation; monitored performance and content health to improve visibility.
- Provided CMS training and support; managed requests via ServiceNow and resolved technical/design issues.
- Created digital and print assets, photography, and video for campaigns and public events using Adobe Creative Cloud.

Education

BACHELOR OF ARTS & SCIENCE: WEB AND INTERACTIVE DESIGN

ASSOCIATES OF APPLIED SCIENCE: INTERACTIVE MULTIMEDIA

Contact

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