



Gina Burks

UI/UX & WEB / GRAPHIC DESIGN PROFESSIONAL

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Education

- Columbus State-Associates Of Applied Science: Interactive Multimedia
- Art Institute of Pittsburgh- Bachelor of Arts & Science: Web and interactive Design

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.

PROFESSIONAL EXPERIENCE

Owner / Designer: Ginativa Designs ~ 2005-Present

- 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.

Web Design Lead / Marketing Specialist: Franklin County Data Center ~ 2016-2022

- Led county-wide web modernization, designing and coding 40+ Kentico/.NET sites and templates; ensured cross-browser compatibility and maintainability.
- Established UX strategy, component 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.

Certifications:

Adobe: Certified Professional-Visual Design

Figma Academy: Certificate of completion

Interaction Design Foundation:

- Mobile User Experience
- Interaction Design for Usability
- Complex UI Design Practices

Masterclass Certificates:

- Learning Experience Design: How to Create Powerful Learning Journeys
- Accessible and Inclusive Design Patterns
- Complex UI Design: Practical Techniques

DEQUE University

- Accessibility-for-QA-Tester Completion-Certificate

SKILLS

Figma, Adobe Creative Suite, Miro, Accessibility Design, UX Design, UI Design, Web Design, Marketing, Branding, Analytics, Accessibility testing, SEO, Digital Advertising, Video Production, Storytelling, Graphic Designs, Content Creation, Dreamweaver, HTML5/CSS3 Bootstrap 3, Kentico 11, Microsoft Visual Studio, Project Management, Customer Relations, Work-Life Balance.