

# Gabrielle Nisenboim

## Creative Director + Multidisciplinary Designer

Brand Identity • Visual Campaigns • Experiential Art • Creative Strategy

## Work Experience

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### Creative Lead

Be As Creative  
2024 - Present

Lead brand identity projects for clients across entertainment, retail, and service industries. Translate client goals into visual systems, including logos, typography, color palettes, imagery direction, and applied assets. Present concepts, manage feedback, and refine creative systems for print and digital use.

### Jr. Graphic Designer

Studio Sum  
2024 - 2025

Contributed to visual campaign development for a major international art fair and cultural institution partnership. Supported layout exploration, brand applications, and multi-format campaign assets across print and digital.

### Independent Artist + Designer

Gabi Simone Creative  
2022 - Present

Create brand guides, logos, social content, websites, and custom artwork for artists, local businesses, comedy shows, and organizations, helping brands build more cohesive and recognizable visual systems. Collaborate with agencies including All Terrain and Agency H5 on pitch decks and asset development for brands including Instacart, Mars Wrigley, Playtika, the NBA, and Ferrari.

### Public Relations & Marketing Intern

Agency H5  
2022 - 2023

Supported PR, influencer marketing, and campaign strategy through market research, content planning, and social campaign support for 4+ client accounts. Drafted press releases, media pitches, and storytelling-driven brand narratives while helping optimize messaging and audience engagement.

## Education

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**B.A. in Psychology &  
Neuroscience**

Tulane University  
August 2018 - May 2022

Creative director and multidisciplinary designer creating bold, concept-driven brand identities, campaigns, and visual systems. Background in psychology supports work that connects emotionally, communicates clearly, and feels commercially grounded.

## Contact

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Chicago, IL  
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## Skills & Expertise

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- Brand Identity Systems
- Creative Direction
- Visual Storytelling
- Campaign Design
- Adobe Creative Suite
- Client Communication
- Presentation Design
- Social Content
- Website Design
- Pitch Deck Development

## Volunteer Experience

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### Marketing Team Volunteer

Creative Mornings Chicago  
2025 – Present

Support event promotion, social visibility, and community engagement for Creative Mornings Chicago. Contribute to marketing efforts that connect local artists, designers, entrepreneurs, and creative professionals.