

gh Gabi Homonoff

(201) 937-4256 | gabrihom@gmail.com
gabihomonoff.com

Experience

Book Designer, Lovevery

Remote | March 2023 – Present

Create original designs for both covers and interiors. Design books according to publishing standards. Collaborate with stakeholders to ensure educational quality and standards. Maintained brand awareness and industry and design trends. Monitor schedules and maintaining publishing timelines.

Art Director, America's Test Kitchen

Boston, MA | Oct 2020 – March 2023

Illustrate children's books and various educational children's materials. Lead art direction, illustration, and design on Young Chefs' Club and Preschool Chefs' Club subscription boxes. Organize and manage multiple simultaneous projects. Character design and visual development of ATK Kids core characters. Lead art direction for marketing photoshoots. Interpret client briefs and meet project requirements. Problem solve through ideation and concept sketches.

Scout, Executive Director

Boston, MA | May 2019 – May 2020

Leading Northeastern University's student-run design studio, comprised of 50 designers, developers, and creative strategists. Managing a team of six management members to successfully guide their teams. Setting long-term strategic direction of the studio. Managing stakeholders and updating them on advancements. Leading design for Interventions: Episodes, Scout's webisode series.

Hasbro, Consumer Products Intern

Pawtucket, RI | June 2019 – Aug 2019

Worked collaboratively with brand teams to create graphics and patterns. Create core and trend guides for brands such as Baby Alive, Transformers, and Hasbro Gaming, released to six regions across the world. Expand on existing brand guidelines to develop new design directions.

America's Test Kitchen, Digital Marketing Design Co-Op

Boston, MA | Jan 2019 – June 2019

Developed illustrations, character design and packaging for ATK Kids. Interpret project briefs to lead development for a branding system for the new ATK Kids subscription box. Interpret creative briefs to storyboard, illustrate and animate posts for America's Test Kitchen, Cook's Illustrated, and Cook's Country social media profiles.

The TJX Companies, Inc. | Creative Services Co-Op

Framingham, MA | Jan – June 2018

Art directed with HomeGoods and Homesense. Designed emails and animated paid and organic social posts shared across Facebook and Instagram. Created all signage for in-store merchandising event "Exotic India." Graphics for branded content. Designed video templates for social media.

Education

Northeastern University

Boston, MA

BFA in Graphic Design, minor in Art History

Skills

Illustrator, InDesign, Photoshop, After Effects

Figma, Sketch, InVision

Microsoft Office

Agile Process

Instagram, Facebook

Recognition

Meserve Award

Dean's List

Featured illustration on the 2015 MTV Fandom Awards

Process Pre-Press Gutenberg Award, 2015

Gold Quoin, Academy of Visual Arts, 2015

Interests

Crocheting

Dancing

Theatre

Reading & re-reading novels

Watching romantic comedies

Playing board games