

# gh Gabi Homonoff

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## Experience

### **Art Director**, America's Test Kitchen

*Boston, MA | Oct 2020 – Present*

Lead illustration and design of children's books and various educational 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 and social media. Collaborate with editorial, production, and marketing teams. Assist in managing project timelines and communicating creative vision across teams.

### **Scout**, Executive Director

*Boston, MA | May 2019 – May 2020*

Lead Northeastern University's design studio, comprised of 50 designers, developers, and creative strategists. Managed a team of six management members to successfully guide their teams. Set long-term strategic direction of the studio. Managed stakeholders and updated them on advancements. Lead design for Interventions: Episodes, Scout's webisode series. Led transition to remote team collaboration due to Covid-19 pandemic.

### **Hasbro**, Consumer Products Team

*Pawtucket, RI | June 2019 – Aug 2019*

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

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

*Boston, MA | Jan 2019 – June 2019*

Developed illustrations, character design and packaging for ATK Kids. Interpreted project briefs to lead development for a branding system for the new ATK Kids subscription box. Lead storyboarding, illustrating and animating posts for America's Test Kitchen, Cook's Illustrated, and Cook's Country social media.

### **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." Applied brand identity to cross-team materials.

### **Time Inc.**, Post Production Team

*New York, NY | May – Aug 2017*

Designed brand guidelines for Time Inc video brand teams. Created motion graphics for branded content. Designed video templates for social media.

### **Definition 6**, Creative Team

*New York, NY | Sept 2014 – August 2015*

Created illustrations, infographics, and wireframes for clients, including NFL UK, Lifetime, CentricTV, Savills Studley. Designed internal hero images, newsletter layout, and marketing collateral.

## Education

### **Northeastern University**

*Boston, MA*

BFA in Graphic Design, minor in Art History

## Skills

### **Software**

Illustrator  
Photoshop  
InDesign  
After Effects  
Premiere Pro  
Figma  
Sketch

### **Tools**

Invision  
Microsoft Office  
Shopify  
Squarespace

### **Other**

Brand strategy  
Motion Graphics  
Experience Design  
Social Media Strategy  
User Research  
Illustration  
Copywriting

## Recognition

2020 Meserve Award

Dean's List

Featured illustration on the 2015 MTV Fandom Awards

Top 5 2020 Beelteejuice Playbill Competition

## Interests

Crocheting, dance, board games, rom-com watcher, theater fan