

Gabriella Keast

El Paso, TX

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Portfolio: gabriellascreations.com

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ILLUSTRATOR & GRAPHIC DESIGNER

Illustrator and graphic designer with 5+ years of experience creating branding, web, marketing, and educational visuals for consulting firms, small businesses, educational institutions, and U.S. Army units. Strong background in client collaboration, visual storytelling, and instructional design across digital and traditional media.

PROFESSIONAL EXPERIENCE

Freelance Illustrator & Graphic Designer

Gabriella's Creations LLC | Remote | Oct 2024 – Present

- Create custom illustrations, branding systems, websites, stationery, and marketing materials
- Manage client communication, timelines, invoicing, and project delivery
- Develop cohesive visual identities across print and digital platforms

Graphic Designer (Contract)

Russ Nichols Consulting Services & HiPER Solutions | Remote | 2024–2026

- Designed and built company websites aligned with consulting goals
- Updated brand identities including logos, typography, and color palettes
- Produced proposals, brochures, templates, and digital marketing assets

Freelance Unit Artist (Retainer)

U.S. Army / U.S. Army Reserves | Fort Bliss, TX | Sept 2025 – Present

- Design unit logos, event programs, certificates, invitations, and promotional graphics
- Produce visual assets for ceremonies, social media, and official communications
- Collaborate with command teams to meet branding and messaging standards

Art Instructor, Continuing Education

El Paso Community College | El Paso, TX | Sept 2025 – Present

- Teach youth drawing and watercolor courses
- Develop structured lesson plans and provide individualized instruction

Art Instructor

New York School of the Arts | Vienna, VA | Dec 2024 – Apr 2025

- Taught drawing, painting, and portfolio development for college-prep students
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EDUCATION

BFA in Illustration, Magna Cum Laude

Savannah College of Art and Design (SCAD)

Concentrations: Concept Design; Publication & Editorial Illustration

International Study: Bauhaus-focused branding project (France & Germany)

SKILLS

Illustration & Design: Illustration, Branding, Logo Design, Web Design, Typography, Layout, Visual Identity

Software: Adobe Creative Suite, Affinity Suite, Canva

Traditional Media: Watercolor, Gouache, Ink, Graphite, Charcoal

Professional: Client Communication, Project Management, Lesson Planning

TESTIMONIAL

“Gabriella is an exceptional creative professional and a tremendous asset to any organization seeking to elevate its brand.”

— *Steve Showers, Data-Driven Marketing Leader*