

GABBY HENSLEY

Senior Graphic Designer
Brand & Marketing Designer

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Profile

Senior graphic designer with 12+ years of experience creating brand identities, integrated marketing campaigns, and multi-channel design for higher education, hospitality, retail, and consumer brands. I enjoy bringing clarity to complex projects by building thoughtful visual systems that work across print, digital, environmental, and social platforms.

Known for balancing creative thinking with practical execution, I perform well in team-based environments where strategy and design come together to create meaningful experiences.

Core Expertise

- Brand Identity & Visual Systems
- Marketing Campaigns
- Print & Digital Design
- Packaging & Environmental Graphics
- Art Direction & Visual Storytelling
- Cross-Functional Collaboration
- Creative Project Management
- Print Production
- Adobe Creative Cloud

Education

**Bachelor of Science,
Graphic Communication**
Northern Michigan University,
School of Art and Design

Professional Experience

University of Colorado Colorado Springs (UCCS)

Brand & Design Manager | February 2024 – Present
Graphic Designer | December 2019 – February 2024

- Progressed from Graphic Designer to Brand & Design Manager, leading creative strategy and brand management for a large public university.
- Designed and delivered more than 900 projects across print, digital, environmental, and social media, supporting admissions, alumni relations, advancement, student life, events, and university marketing initiatives.
- Built cohesive visual systems and campaigns that strengthened brand consistency while helping campus partners communicate more clearly and effectively.
- Partnered with writers, photographers, developers, marketers, and university stakeholders to translate strategic goals into thoughtful, audience-focused creative solutions.
- Developed brand guidelines, templates, and creative resources that improved consistency and streamlined production across departments.
- Led the creative direction and execution of high-profile publications, campaigns, and event materials while managing multiple concurrent projects in a fast-paced environment.

Roth Industries / Bourbon Brothers Entertainment

Graphic Designer | June 2018 – December 2019

- Served as the in-house designer supporting four brands across food, hospitality, and entertainment.
- Designed packaging, menus, promotional materials, signage, trade show graphics, social media assets, and photography.
- Worked closely with business owners, chefs, printers, and USDA representatives to produce packaging and marketing materials that balanced creativity with production requirements.

La Fuente Imports

Graphic Designer | February 2018 – June 2018

- Created email campaigns, website graphics, and digital marketing materials that showcased artisan home décor collections and seasonal promotions.

The Gazette

Graphic Designer | May 2016 – January 2018

- Designed print and digital advertising campaigns for local businesses across a wide range of industries.
- Contributed to editorial publications, nonprofit campaigns, and internal marketing initiatives within a fast-paced newsroom environment.

Perky Jerky

Graphic Designer | January 2015 – May 2016

- Designed retail packaging, point-of-purchase displays, trade show materials, vehicle graphics, and marketing collateral supporting national consumer product campaigns.