

GAËL KLIMALA

Senior Visual & Multimedia Designer • Willow Spring, NC

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Senior visual and multimedia designer with 15+ years creating thoughtful, polished work across digital, print, web, social, presentations, motion, and video. Turns complex ideas into clear visual stories, brand systems, and campaign assets that feel consistent without feeling repetitive. Brings strong creative judgment, technical accuracy, and a collaborative approach from first concept through final delivery.

CORE COMPETENCIES

Visual & Brand Design: Cross-channel visual design, brand identity, campaign design, design systems, typography, layout, color theory, visual hierarchy

Digital, Print & Multimedia: Digital and print collateral, social media design, email design, presentation design, motion graphics, animation, video production

Technical, Web & Interactive Design: Technical illustration, infographics, complex information design, UI design, responsive web design, HTML5, CSS3, WordPress

Creative Collaboration & Delivery: Client discovery, stakeholder presentations, cross-functional collaboration, vendor coordination, concurrent project management, design reviews

Accessibility & Quality Assurance: Section 508, WCAG, accessible documents, color contrast, alt text, closed captions, production quality control

Tools & AI-Assisted Production: Adobe Creative Cloud, Photoshop, Illustrator, InDesign, After Effects, Acrobat Pro, Figma, PowerPoint, Midjourney, ChatGPT, Gemini, Flux, HeyGen, ElevenLabs

PROFESSIONAL EXPERIENCE

SAIC | Remote

Multimedia Design Analyst | June 2022 – Present

Air Traffic Control Training | Three Task Orders

- Lead visual and multimedia design across three FAA air traffic control training projects, translating complex technical material into clear, polished, and accessible content.
- Create visual and interactive assets for 28+ Articulate Storyline modules, 50+ narrated PowerPoint lessons, gamified experiences, technical illustrations, animations, and assessments.
- Built and maintain a standardized library of 250+ icons and a team style guide, saving each developer approximately two hours of production time per lesson.
- Present design concepts and project updates to FAA stakeholders while partnering with subject matter experts, instructional designers, and developers to interpret requirements and refine content.

Dyadic Alchemy | North Carolina | Remote

Co-Owner & Visual Designer | Concurrent Small Business | 2021 – Present

- Lead hands-on design and production for a word-of-mouth creative business, managing projects from original concept and pricing through client approval, ordering, and delivery.
- Develop logos, complete brand identities, apparel, promotional products, business cards, flyers, signage, and production-ready artwork for DTF, sublimation, and screen printing.
- Coordinate with outside production vendors and manage artwork specifications and ordering for DTF, sublimation, and screen-printing projects.

Aalberts Integrated Piping Systems | Hybrid

Visual Designer | February 2021 – February 2022

- Designed technical brochures, catalogs, presentations, and digital materials that transformed complex product information into clear, visually organized content.
- Redesigned the Apollo Valves mobile app prototype in Figma and introduced an Asana-based system that improved navigation, creative requests, project tracking, and team handoffs.

ABI Multifamily | Tempe, AZ

Multimedia Designer | October 2018 – May 2020

- Produced and managed approximately 25 HTML-based email campaigns per week in Constant Contact, increasing average open rates from approximately 18% to 26% within six months.
- Created luxury-property video tours, promotional graphics, social media assets, email content, and branded marketing materials for digital campaigns and property listings.

The Grid.works, an ABI Multifamily subsidiary

Part-Time Multimedia Designer | October 2018 – May 2020

- Redesigned and developed the company website using HTML, CSS, and JavaScript while producing promotional videos, motion graphics, and branded digital content.
- Created coordinated campaign assets across web, LinkedIn, video, print, apparel, business cards, flyers, and promotional materials.

iTRACS | Tempe, AZ

Contract Graphic Designer | January 2017 – October 2017

- Created 400+ high-precision vector diagrams and detailed reference-image recreations in Photoshop and Illustrator, meeting strict technical and client requirements with no requested revisions.

EDUCATION

Arizona State University | B.S. in Digital Strategy and Audience Engagement

Expected December 2026 **Minors** in Project Management and Sociology

Full Sail University | B.S. in Graphic Design, 2014