

Gaplevski.

Gabrielle Gaplevski

Product designer owning end to end design for complex, high usage digital platforms at national scale. Experienced in shaping product decisions through research, improving core workflows, and driving measurable impact across activation and usability. Strong cross functional collaborator working closely with product and engineering to translate ambiguous problems into shipped, scalable solutions.

EXPERIENCE

CREATIVE PROJECT MANAGER @SOUPE '15 CREATIVE STUDIO; 2024–PRESENT

- Led end to end product and creative development across 5+ early stage digital and experimental projects, from concept framing to prototype delivery
- Defined scope, prioritised features, and aligned design and development workflows, reducing iteration cycles by approximately 18% across projects
- Delivered MVP level digital concepts within 4-6 week cycles under tight resource constraints
- Produced interactive prototypes used to test usability and narrative direction, informing go/no go decisions before production investment

UX AND PRODUCT DESIGNER @TALLINN UNIVERSITY; 2022–2025

- Owned end to end UX across multiple national education platforms used by 25,000+ daily users across Estonian universities
- Led redesign of student onboarding and core academic workflows, increasing onboarding completion by 20-30% and reducing related support requests by approximately 23%
- Conducted discovery research, stakeholder interviews, and usability testing to identify systemic friction points across high traffic journeys
- Defined problem statements and prioritised design initiatives in alignment with product and technical constraints
- Translated research and product requirements into scoped solutions, collaborating closely with front end engineers through refinement, delivery, QA, and iteration
- Contributed to consistency and usability standards across platforms to ensure scalable design decisions

EDUCATION

- General Assembly; London, UK — UX Design
- Estonian Academy of Arts; Tallinn, Estonia — Web Design
- Tallinn University; Tallinn, Estonia — BA Art Education

SKILLS

- **Product and UX:** discovery and problem framing, user research, usability testing, information architecture, end to end product design
- **Design:** Figma, Adobe Suite, rapid prototyping, design systems contribution
- **Delivery:** cross functional collaboration, design QA, iteration planning, stakeholder communication
- **Technical:** HTML, CSS, Tailwind, Git based collaboration