

Gabriel Hollins

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Education

Bachelor of Fine Arts in Graphic Design | Norfolk State University, Norfolk, VA

Core Competencies

Brand Strategy & Visual Identity • Web Design & UX/UI Architecture • SEO Optimization & Technical SEO • E-commerce Development & Conversion Optimization • Creative Direction & Team Leadership • Front-End Development (HTML/CSS/JavaScript) • Shopify & WordPress Development

Professional Experiences

Skytech Gaming, Ontario, CA | Lead Designer - Web, UX/UI, and Marketing | 2022 - Present

- Scaled website to 2.5M annual visitors with 45K monthly users maintaining 2+ minute sessions through mobile-first UX redesign and SEO-optimized architecture
- Increased year-over-year sales quantity by 25% and sales value by 44% through streamlined customer journey and conversion-focused design systems
- Achieved 27x return on ad spend across Meta campaigns generating \$1.5M in tracked revenue with 21.2K purchases and 1.2% CTR outperforming benchmarks
- Established unified design framework across web, social, email, and paid advertising, rebuilding brand consistency and equity

40 Thieves Coffee Company, Remote | Freelance Web Designer & SEO Strategist | 2024 - Present

- Increased gross sales 110% and total sales 27% through complete Shopify redesign and unified brand direction
- Drove 267% increase in sessions and 714% surge in add-to-cart actions through refined typography and immersive storytelling
- Improved conversion rate 39% with 125% rise in completed checkouts through comprehensive SEO strategy using Rank Math Pro

OP Energy Drinks, Remote | Freelance Web Designer & Brand Developer | 2025 - Present

- Achieved 506% session increase and 3.39% conversion rate through bold brand identity and optimized Shopify storefront
- Generated \$7,701 gross sales with \$76.50 AOV establishing brand from zero market presence to scalable DTC operation
- Built unified visual system and refined logo establishing consistent brand across product packaging and web platforms

Blue Aura Wellness, Remote | Freelance Web Designer & Brand Strategist | 2022 - Present

- Increased total sales 294%, orders 297%, and gross sales 269% year-over-year while maintaining \$93 average order value through targeted SEO
- Drove site sessions up 340%, unique visitors up 302%, and click-through rate up 150% through restructured content and targeted SEO
- Redesigned complete brand identity from luxury-fashion aesthetic to credible wellness-focused business on Wix platform

ThePulse Creative Solutions, Remote | Freelance Web Designer & Brand Strategist | 2024 - Present

- Built complete brand identity system and WordPress website architecture for AI-driven marketing agency from concept to launch
- Implemented SEO foundations through structured metadata, optimized copy, and technical performance enhancements

Technical Proficiencies

WordPress, Shopify (Liquid/Theme Dev), HTML, CSS, JavaScript, PHP, Responsive Design, Adobe Creative Suite, Figma, Email Marketing (Mailchimp/Hubspot), SEMrush