Gabriel Beyruti

UI/UX Designer

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SUMMARY

UI/UX designer who has designed, built and shipped SwiftUI apps since 2018, starting alongside interface and visual design work. Combines product design with Swift and SwiftUI engineering, and years of visual design and art direction, including managing and mentoring a team of 5 designers.

SKILLS

iOS development: Swift, SwiftUI, Xcode, SwiftData, CloudKit (iCloud sync), StoreKit, RevenueCat, WidgetKit, watchOS, EventKit, Contacts, AVFoundation, App Groups, XCTest, App Store Connect

Product & UX design: Figma, Sketch, InVision, design systems, wireframing and prototyping, UX research, A/B testing

Visual design & tools: Adobe Photoshop, Illustrator, InDesign, After Effects, PowerPoint, WordPress, JIRA, Asana

EXPERIENCE

iOS Design & Development
2018 – Present

Also designed and developed iOS apps: DeenDiscover, MarksMatter, Petal Wisdom, Restock.

Art Director
Apr 2025 – Present

Williams Lea by RRD (for Goldman Sachs & Co.), New York, NY (Hybrid)

- Manage and mentor a team of 5 designers, overseeing hundreds of projects.
- Define the visual style and tone; develop concepts and design systems.
- Present creative work to clients and oversee timelines and resources.

Senior Graphic Designer
Aug 2023 – Apr 2025

Williams Lea by RRD (for Goldman Sachs & Co.)

- Conceptualized and produced digital and print marketing collateral, including campaigns, direct mail, brochures, ads, product sheets and PowerPoint presentations.
- Independently led client creative requests and complex projects, trained junior designers, and kept brand consistency.

Graphic Designer
Oct 2020 – Aug 2023

Williams Lea by RRD (for Goldman Sachs & Co.)

- Developed online and offline marketing collateral and collaborated with clients and project teams.

UI/UX Designer
Jun 2020 – Oct 2020

Swoopio, Brooklyn, NY

- Formulated a UI/UX strategy and designed menus, search boxes and widgets.
- Delivered UX solutions that performed 10% higher than previous designers' work.

UI/UX Lead
Jun 2019 – Jan 2020

Guilty Concessions

- Conducted client research and designed wireframes and workflows.

Visual Designer Intern
Apr 2019 – Sep 2019

popin, New York, NY

- Designed user-friendly UI and created assets with designers and engineers.

Graphic Designer Intern
Aug 2018 – Jan 2019

Cast Capital, New York, NY

- Created website mockups in WordPress, designed landing pages and ad campaigns, and ran A/B tests.

EDUCATION

B.S., Communication and Media Studies, City University of New York, College of Staten Island