Gail Zuniga
Senior Information Designer specializing in Data Visualization
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Education: Pratt Institute, BFA in Communication Design 1997

Personal Summary: As a Sr. Information Designer with decades of experience, I make highly complex information easier to understand. My focus of attention is on the solving of problems through visual communication. Most often, I am either:

- creating a visual output where there once was none or
- redesigning an existing visual so that it functions in a more effective manner

I am very comfortable working with and harmonizing, large data sets, research insights, and disparate content types with various business needs in order to generate intuitively designed reports, infographics, and data visualizations, amongst other visual outputs.

Experience

Freelance Consultant **Senior Information Designer Specializing in Data Visualization** June 2013 to present

- Information Design projects for various clients. Recent clients include CVS Health, The World Bank, and The Brookings Institution. My expertise covers the entire spectrum of Information Design, everything from: understanding complex business requirements, working with quantitative or qualitative research findings, creating stunning visualizations of those findings, and the designing of reports that would house those visualizations.

Siegel+Gale **Information Designer** April 2010 to June 2013

- I've turned extensive survey results, in-depth interviews, complex ideas or concepts, and multi-tab Excel spreadsheets into beautifully designed reports and striking one-off graphics that are both easy to understand and insightful. I've conducted research, and hunted down existing research, that would add appropriate context and visual interest to an otherwise gray report.
- I've helped financial-industry clients re-imagine tablet and mobile-phone apps, created email designs, and executed design changes on web pages. I've created wire frames to help clients better understand how parts of their new website might function. I designed and wrote the code (HTML, CSS and JavaScript) for my own website. Armed with my knowledge of JavaScript, I've created interactive data visualizations for CGAP, UCLA Anderson and Columbia University.
- I have a great deal of experience designing documents that contain dynamically entered data, a tricky task because of the many technical concerns. I have been clients' main point of contact while designing reports, welcome kits and portfolio summaries full of complex financial data. I've worked closely with Information Architects to design forms that customers find intuitive and that generate fewer errors upon completion.
- Not only have I created Functional Specifications Documents, but I've also created new ways to help communicate the more complex modules to layout designers.
- I've delivered presentations and held training sessions on data visualization-best practices.
- I manage my time well, know when to ask questions and I work well and comfortably with others.

The Wall Street Journal **Graphics Editor** December 2003 to April 2010

- Worked closely with news editors, reporters, art directors, and data providers while creating information graphics.

- In charge of coordinating staff members and graphics for the annual, year-end special section. Worked closely with various departments to ensure the accuracy and timely delivery of the graphics in this section.
- Volunteered repeatedly for the election-graphics team where I created and then maintained easy-to-update results-tables.
- Upon the development of the position, I coordinated with staff in Asia and in N.Y to facilitate the smooth transition of U.S. graphics to the Asian edition, occasionally creating new graphics under very tight deadlines.
- Assisted in the training of new employees.

Areas of Expertise

- Creative problem solving
- Data visualization and infographics
- Reports and all forms of layout design
- Information design and graphics
- Adobe Illustrator and InDesign
- Microsoft Word, Excel, and PowerPoint