Gail Wiggin

DIGITAL > ANALOG UX & WEB DESIGN

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aabalonered founder and partner: 1988-2018

Grounded in traditional print collateral design, marketing and advertising for a myriad of corporate accounts, the web won her heart in 1995, when experience design was in its nascence. Since then she has honed skills in brand articulation and design as a creative director and producer of analog and digital products for investment managers and intellectual property clients. Areas of expertise include identity refreshment, heuristic evaluation, customer experience architecture, information design, enterprise product design (private portals/intranets) and project management of complex web development projects.

Her work has been recognized nationally by organizations and publications such as Communication Arts, the American Institute of Graphic Arts, SIGGRAPH, the Art Directors Clubs of New York and Connecticut, and the Advertising Club of Los Angeles.

A graduate of Goucher College in Fine Arts and English, Gail has served on the board of the New York chapter of AIGA. While painting in Europe under a Thomas J. Watson Fellowship, her work was exhibited in the Mall Gallery, London and the Grand Palais, Paris.

Currently exploring a passion for Persian and Turkish music and poetry, her consulting practice focuses on user experience and web design that leverages open source technologies and fosters movement towards the analog, especially with enterprise products. Ongoing explorations include the social and cultural ramifications of algorithm driven technologies, metrics harvesting, universal ethics, the digital attention crisis and the potential of humane design.