

GABRIELLA SAGNES

Bilingual Creative Strategist & Hispanic-Market Experience Consultant

Sheffield Lake, Ohio | Remote | (440) 258-5081 | gsagnes@gmail.com | <https://gabriella-sagnes-portfolio.gsagnes.chatgpt.site>

Mexican-born bilingual creative strategist, educator and idea-builder with 20+ years across business development, training, public speaking, individualized learning and creative consulting. Skilled at finding overlooked audience needs and shaping them into culturally intelligent concepts, learning experiences, product briefs and practical user-centered solutions.

CORE EXPERTISE

Ideation & Concept Development | Hispanic-Market Insight | Spanish Localization & Cultural Adaptation | Training & Curriculum Design | UX Research & Synthesis | Workshop Facilitation | Content Systems | Bilingual Communication

SELECTED CONCEPT AND PORTFOLIO WORK

Local Hand | Original Service Concept & UX Strategy | 2026

- Created a neighborhood micro-job platform concept for smaller, clearly defined tasks; developed the product positioning, privacy-first communication, checklist-based completion flow and relationship-based trust model without public ratings.

MITOTE | Original Game Concept & Product Brief | 2026

- Designed a Mexican family game and mobile-first PWA brief spanning six play categories, 216 approved cards, three difficulty levels, hybrid digital/physical play and culturally authentic Mexican-Spanish content.

Spanish Learning Library / The Cottage OS | Learning & Content System | 2026

- Developed a pattern-first adult Spanish learning system with original song lessons, reusable sentence frameworks, audience-led content development and an operating architecture that turns individual ideas into master assets and related products.

PROFESSIONAL EXPERIENCE

Founder, Bilingual Tutor & Creative Learning Consultant | Best of You, LLC | 2010–Present

- Design and deliver individualized Spanish, English and academic learning experiences for children and adults, including learners with ADHD and people who need confidence-building, practical explanations.
- Develop original curriculum, workshops, educational content and client-specific learning plans; translate complex material into useful language and clear next steps.
- Guide individuals and small organizations through creative problem-solving, idea development, audience needs and practical ways to communicate or teach more effectively.

ADDITIONAL EXPERIENCE

Studio Teacher & On-Set Education Consultant | Independent Productions | 2013–2018

- Provided on-set education, age-appropriate learning support and family/production communication for youth on film and commercial productions associated with Marvel, Sony, Netflix, the NFL and Kids Foot Locker.
- Coordinated the education, safety and wellbeing of principal youth talent and groups of more than 20 child performers in fast-moving production environments.

International Educational & Public-Speaking Consultant | Corporate and Educational Clients | 1991–2013

- Led workshops and presentations in the United States, Mexico, Brazil and Norway; taught English and public speaking to professionals preparing for English-speaking markets.
- Worked as a creative consultant and educator in hair color and makeup for international professional brands including Logics, Sebastian International and Clairol.

Foreign Language Teacher | Saint Anthony of Padua, Lorain, Ohio | 2008–2009

- Created curriculum, lessons and assessments for K–8 Spanish-language instruction and adapted classroom delivery across developmental levels.

Business Owner & Multi-Location Manager | HairWorks and ProCuts | 1990–1997

- Founded a service business at age 22, later managed multiple salon locations and developed experience in staff leadership, customer experience, training and daily operations.

EDUCATION AND PROFESSIONAL LEARNING

- Bachelor of Arts, Liberal Studies — coursework in progress, Thomas Edison State University
- Associate of Arts — Lorain County Community College
- Undergraduate coursework — University of Texas at Brownsville
- Google UX coursework/certificates: Foundations of UX Design; Empathize, Define and Ideate; Wireframes and Low-Fidelity Prototypes; UX Research and Early-Concept Testing
- TEFL training — Teaching English as a Foreign Language

SELECTED STRENGTHS AND TOOLS

Native/professional Spanish and English fluency | Interviewing and active listening | Concept briefs and user flows | Wireframes and low-fidelity prototypes | Microsoft Office 365 | Google Workspace | Zoom and virtual instruction