GYATA TABIRI

Inspired. Precise. Purposeful.

CASE STUDIES

A finished design only tells part of the story. These case studies show what the assignment called for, how I approached the problem, and what changed as a result.

The organizations and audiences are different, but the goal is consistent: make the message clearer, make the experience easier, and leave the team with something built to last.

Looking for a particular skill? Start with brand systems, web and marketing, HTML email design and development, or a working design system.

GTABIRI Design System

Self-initiated · In use on gtabiri.com

Identity, writing, reusable web components, and print guidance developed as one working reference. See the decisions, then explore the live guide.

NPP-USA, Inc.

NPP-USA identity and communication work across 28+ U.S. chapters and wings. See the standards, templates, and asset decisions behind a shared visual system.

Edgewood Properties

Website, UX, and marketing work across a property portfolio. This account explains the contribution and the colleagues involved in keeping the work connected.

My Stellar Pathways

A brand and website developed together, from visual identity and messaging to navigation and frontend implementation.

My Little Pony Email Campaign

A campaign email combining brand imagery, a clear message, and HTML implementation. Includes a representative coded build.

2010 FIFA World Cup™ Hyundai

Graphics and HTML email contributions within Hyundai's 2010 World Cup campaign team and established visual identity.

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A2B App – DLL Financial

Interface and UX work on a financial-services application. An internal project update reported completion time moving from about 45 to about 10 minutes; the study explains that context.