GYATA TABIRI

Inspired. Precise. Purposeful.

ABOUT GYATA

I enjoy figuring out how the pieces fit.



I'm Gyata Tabiri. My work brings together graphic design, web development, and communication: understanding what needs to be said, deciding how it should look, and working through what it takes to make it useful.

My work started in graphics and web development. Email became a regular part of it as one assignment led to another and teams kept coming back. That mix has shaped how I work: I can follow an idea through its message, visual design, and implementation.

A brand guide, a property website, a campaign email, and an application form ask different things of me. I enjoy moving between the visual decisions and the practical ones: what someone needs to understand, where they might get stuck, and what the team will need to keep the work going.

A focused contribution, with the wider project in mind

Sometimes the assignment is clear: here is the design, please build it. Other times, the team needs help deciding what to make or how the pieces should work together. I am comfortable with both. I pay attention to the whole project while taking responsibility for the part the team needs me to deliver.

In email work, for example, I have raised issues with mobile layouts, background images, and buttons that needed a different approach. Written feedback, screenshots, and conversations helped the designers revise the work. Depending on the company, I have used Litmus or Email on Acid for testing, alongside Apple Mail/iPhone Mail.

The work has taken different forms

At Edgewood Properties, I worked across the company's websites. For NPP-USA, the work involved a visual identity shared across chapters and wings. My email portfolio shows another part of the picture. These projects call on different skills, but each depends on understanding the message and following through on the details.

What working together can look like

I appreciate direct conversations, useful feedback, and knowing what the people around me need. If a constraint affects the design, I want to explain it clearly and help find a workable answer. If a colleague has a better way forward, I want to hear it.

I'm based in Bethlehem, Pennsylvania. I welcome conversations about team roles, agency assignments, and direct projects across design, web, email, and creative production. Tell me what needs attention, and we can work out where I can contribute.

Looking for practical details about tools, assignments, working arrangements, or how to begin? Read the working-together questions.

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