

# BLORIA GORDON GRAPHIC UI/UX DESIGNER

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I'm a hardworking, multi-talented Graphic designer with over 10+ experience, always up for a challenge. I love to learn and striving to design the world into a better place.

## MY EXPERIENCE

### UI/UX Design Consultant

**Newclassrooms.org | Aug 2012 — Feb 2020**

Defined and implemented design and UI/UX solutions for Students and Teachers Portals. Designed internal tools to improve internal work and move away from excel & google drive. Worked closely with business analysts and developers to create the best product solution for our stakeholders. Created design guidelines for development includes asset specs with CSS &HTML coding. Collaborated with the Marketing department to create marketing, presentation, web materials and print of our product.

### UI/UX Design Consultant

**Health Course | Apr — Aug 2019**

Define and implement design and UI/UX solutions for a new self-education platform called Gathered. Create a style guideline for development, including asses specs and bootstrap. Included a High level Prototyped in Adobe XD.

### Mobile Marketing Designer (freelance)

**Scopley | Jun-Sep 2016**

Collaborated with the Sales and Marketing team to create marketing material for in-house mobile games, The Walking Dead, Dice with Friends, Yahtzee with Friends, and more. Created Marketing Materials for mobile games.

### Print /Mobile Design (freelance)

**StartApp | Jul 2013 — Feb 2016**

Collaborated with the Sales and Marketing team to generate supporting material including Infographics to Power-point presentations. Created and executed high-level concepts on alternative ways for mobile ad integration, to improve user mobile interaction. Create Mobile Ad Concepts. Power-point and Sales Presentations.

### Creative Director

**anyoption.com & etrader.co.il | Jul 2008 — Jan 2011**

Defined and implemented Design and UI solutions for advanced trading system applications. Managed the process of optimizing the web platform to meet responsive standards for mobile. Collaborated with project managers and developers to execute and launch key projects, such as trading platforms and webbed apps. Oversaw and managed the creative team developing and guiding growth and career path.

### Interactive Designer

**The Nation Traffic - Tel Aviv | Oct 2007 — May 2008**

Designed various print and web advertisements. Produced and managed a series of web pages for gaming sites. Creating marketing materials such as landing pages, banners, and emails, including print media.

### Senior Designer

**Community Connect Inc | Sep 2005 — Jul 2007**

Collaborated with Producers to concept sketch and concept develop campaigns for the social media websites BlackPlanet.com, MiGente.com, and AsianAvenue.com. Designed proof of concept mocks to assist the sales department with a request for a proposal.

## MY SKILLS

HTML  
CSS  
Bootstrap  
Shopify  
Marketing  
Power-point  
Creative Cloud  
Photoshop  
Illustrator  
XD  
InDesign  
Dreamweaver

## EDUCATION

Fashion Institute of Technology  
New York City

Communication Design  
AAS - Aug 2004

Graphic Design  
BFA 2004 - 2006