

Bloria Gordon

Graphic UI/UX Designer

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Skills

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

Education

FIT - New York City

Communication Design
AAS - Aug 2004

Graphic Design
BFA 2004 - 2006

Interaction Design Foundation

Mobile User Experience Design

Psychology of E-Commerce:
How to Sell Online
In progress

EXPERIENCE

UI/UX Designer & Front End Developer Newclassrooms.org | Aug 2012 - Feb 2020 (freelance)

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

UI/UX Design Consultation Health Course | Apr- Aug 2019

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

Mobile 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. Using Basecamp as project management tool, VPN Access to Marketing Server and Adobe creative suite.

Print /Mobile Design (freelance) StartApp | Jul 2013 - Feb 2016

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

Mobile UI Designer (freelance) Gotryiton.com | Jun - Aug 2012

Worked on user interface projects and created design solutions iOS mobile application. Collaborated in InVision and used Adobe Creative Suite

UI Designer (freelance) BravoTV.com | Mar - May 2012

Produced online advertising creative for their major flagship series' "Desperate Housewives", "Top Chef", "Kathy", "Around the World in 80 plates" and a few other. Using Adobe Creative Suite, HTML/CSS with Flash.

UX/UI Designer (freelance) McGarryBowen | Dec 2011 - Jan 2012

Worked on various projects for UI and IA solutions. Created wireframes and UI solutions for optimal user flow experience.

Creative Director anyoption.com | etrader.co.il | Jul 2008 - Jan 2011

Defined and implemented global UI solutions for advanced trading system application. 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 app. 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, MiGente and AsianAvenue.com. Designed proof of concept mocks to assist the sales department with rfps. Design tools Adobe creative Suite, Flash, HTML/CSS.