

BLORIA GORDON

UI/UX Designer

www.bloria.com
bloria@bloria.com
646.504.7798

EDUCATION

FIT New York, 2000-2006
AS - Communication Design
BA - Graphic Design

EXPERIENCE

UI/UX Designer & Front End Developer **Newclassrooms.org | Aug 2012 - Present (Contract)**

Define and implement design and UI solutions for Student and Teacher Portals
Work closely with business analysis and developers to create the best product solution for our stakeholders. Design internal tool to improve internal work and move away from excel and google drive. Develop wireframes to design and product specifications.
Creating guidelines for development includes asset specs with CSS and HTML coding.
Collaborated with communication department to create marketing and web materials of our product. Design tools used Adobe creative suite, CSS and HTML including bootstrap framework. Use Jira and Confluence as management tools.

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 for their iPhone 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.

Mobile Designer (freelance) **Heard Entertainment | Aug – Dec 2011**

Explored and created new design solutions for mobile app games. Adobe Creative Suite.

Mobile Designer (freelance) **WinAsUGo - Malta | Apr – Aug 2011**

Redesigned existing mobile casino and card games. Improved UI and adjusted usability for various smart phones. Creating assets specifications for development. Adobe Creative Suite.

Creative PM Liaison **BBDO NYC | Alter-active TLV | Jan – Mar 2011**

Managed design projects and facilitated communication between offices.

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.