



ALISSA BORDWICK

UX + GRAPHIC DESIGNER

UX Designer with a background in Graphic Design. Experienced in gathering information to identify pain points & present solutions. Skilled at creating visual concepts to communicate information.



Experience

- **Freelance Graphic Designer**

New Windsor, NY | 2000-Present

Focusing on discovering what client's competitors are doing, analyzing and evaluating it, then organizing a plan to be implemented. Serving an array of industries with beautifully done print collateral, social media and web design.

- **Americo Direct - Graphic Designer**

Tampa, FL | 2007-Present

Created direct mail, social media, geo fence ads, landing pages and newsletters for hearing aid dispensaries, generating more customers which in turn boosts sales/revenue.

- **Frontrunner Ad Group - Graphic Designer**

Brandon, FL | 2004-2007

Designed customized print collateral for the automotive, real estate, medical and dentistry industries based on the analysis of competitors which resulted in higher profits.

- **Adsouce Executives - Graphic Designer**

Tampa, FL | 2003-2004

Developed, oversaw and designed car advertisements for newspapers, magazines and direct mail leading to streamlined and enhanced advertising.

- **GTE/Verizon - Graphic Designer**

St. Petersburg, FL | 1998-2003

Produced & designed over 450 ads per month in a fast paced, production environment decreasing money spent on design time.



UX Project

Pluto Play - December 2021-February 2022

Designed an e-wallet app that allows users to shop, transfer money, split bills, create budgets, set financial goals and organize awards/loyalty points. Conducted user research, produced interactive prototypes with Adobe XD, analyzed usability test results and implemented feedback then refined the designs.



Contact

New Windsor, NY 12553
41°29'19.6"N 74°06'49.2"W

abordwick@gmail.com

813.480.8284

www.DFinedDesigns.com

www.linkedin.com/in/alissabordwick/

www.behance.net/alissabordwick



Education

CareerFoundry

User Experience Design - May 2022

Intensive project-based online training program with a focus on User Experience and User Interface.

International Academy Of Merchandising And Design

Associates Degree In Computer Science



Tools

- Adobe XD
- Photoshop
- Illustrator
- InDesign
- WordPress
- MS Office
- Macintosh OS



Skills

- User Research
- Competitor Analysis
- User Interviews
- User Flows
- Branding
- Style Guides
- Prototyping