

BLORIA GORDON

UX Designer & Front-End Consultant

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PROFESSIONAL SUMMARY

Human-centered UX designer and front-end consultant with **15+ years** designing and delivering accessible, scalable digital systems. Proven ability to translate complex organizational, educational, and product challenges into clear, measurable outcomes. Experience spans institutional design, ed-tech platforms, and high-traffic consumer products, blending strategy, execution, and code.

CORE SKILLS

- UX research, journey mapping, and information architecture
 - UI and interaction design (Figma, Adobe Creative Suite)
 - Front-end development (HTML, CSS/SCSS, Bootstrap)
 - Design systems and component libraries
 - Accessibility and universal design (WCAG 2.2)
 - Prototyping, motion, and interaction refinement
 - Cross-functional collaboration and stakeholder facilitation
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PROFESSIONAL EXPERIENCE

Eskolta School Research & Design — *Remote, US*
UX Designer & Front-End Consultant
July 2022 – Present

- Led visual storytelling and UX strategy for a **\$100M+ community engagement initiative**, supporting adoption across **147 California school districts**.
 - Designed and architected an online performance-review portfolio, reducing review preparation time by **30%**.
 - Launched accessible learning platforms amplifying student voice; facilitated **8 listening sessions** to inform information architecture.
 - Embedded universal design standards, raising accessibility compliance from **68% to 97%**.
 - Mentored internal teams on UX standards, Figma workflows, and CMS adoption.
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New Classrooms Innovation Partners — *New York City*
UI/UX Designer & Front-End Developer
August 2012 – February 2020

- Designed student- and teacher-facing platforms used at national scale.
 - Increased daily active usage by **22%** through UX and interaction redesign.
 - Replaced spreadsheet-based workflows with custom internal tools, saving **~10 hours per week per analyst**.
 - Established reusable CSS/HTML guidelines adopted across the organization.
 - Partnered with communications teams on digital marketing assets supporting program growth.
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Freelance UX & Product Designer — *Remote / NYC*
January 2011 – June 2022

- Delivered UX, UI, and front-end solutions for mobile apps, media platforms, and ad-tech products.

- **Scopely** — Launch creatives for *The Walking Dead* and *Dice With Friends*, reaching **5M+ users**.
 - **StartApp** — Developed mobile ad concepts, increasing click-through rates by **18%**.
 - **BravoTV, McGarryBowen, WinAsUGo** — Rapid-turn campaign UI and digital assets under broadcast deadlines.
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AnyOption

Creative Director (UI/UX)

2008 – 2011

- Led UX and creative direction for a regulated financial trading platform.
 - Designed multi-device experiences under performance, trust, and risk constraints.
 - Improved mobile conversion rates by **12%** following platform redesign.
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EARLY CAREER (Selected)

Community Connect — Senior Designer (2006 – 2008)

- Designed digital campaign assets for BlackPlanet and MiGente social networks.
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EDUCATION & CERTIFICATIONS

BFA, Graphic Design — Fashion Institute of Technology

AAS, Communication Design — Fashion Institute of Technology

Certificate, Mobile User Experience — Interaction Design Foundation