

TRISH BELLARDINE

UX/UI DESIGNER

Canoga Park, CA 91304 • 818-339-3630 • trishid.com

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Dynamic and accomplished Designer with 6+ years of experience in leading creative ideation, development and production of visuals for product development, web projects, collaborating with developers, overseeing visual design stages, encouraging simplicity, and creating effective process flows. Collaborate closely with VP and Marketing, in managing, monitoring, and evolving design style guide. I have a broad range of experience creating designs for consumer and enterprise level interfaces. My abilities span in multiple platforms, web design, mobile application design, and product development. I am a leader, enthusiastic self-starter, problem solver who delivers with ease. I am recognized for problem resolution, strategic thinking, and data analysis skills. I have the ability to master new concepts and methods with ease, thriving in collaborative, team-oriented environments. My demonstrated track record of success, dependability, resourcefulness and proactive professionalism has afforded me the ability to effectively manage multiple projects/tasks of varying complexities, meet hard deadlines and work well under pressure.



WORK EXPERIENCE

Tru Designs **Canoga Park, CA** **2012- Present**

Founder/Freelancer

A passion, conceived into a business, personally founded and structured.

- Website designing & development
- WordPress
- Content Management System
- Responsive web design (mobile friendly web design)
- Online marketing, social media marketing, SEO Link Building
- Web Hosting
- Template designing
- Logo designing, banner advertisement, flyers, newsletters, Emails and print material
- E-commerce sites
- Custome design for apparel branding and packaging

Implant Direct Sybron International **Valencia, CA** **2013 - 2017**

Head UX/UI Designer

UX/UI Lead designer to research and refine design patterns, page templates, and interface elements. Make usability recommendations for the company's international marketing websites, applications, and e-commerce stores.

- Produced UI/UX deliverables and easy to use solutions (e.g. information architecture, user flows, wireframes, low/high-fidelity mock-ups, etc.) for the design of responsive web and mobile applications.
- Conducting user research and competitive analysis to identify key pain points in user behaviors.
- Prepare written analysis and designed interactions that resolved these pain points.
- Present solutions with data to steak holders and upper management so they can see the measurable impact.
- Reduced drop-off rates by more than 50% and increased traffic by 80% in sales funnel and SEO.
- Ensure SEO best practices are being adhered to.
- Manage projects and features from requirements to development and launch.
- Oversee documentation for new/existing features and maintain project roadmaps.
- Build best practices and UX/interaction standards
- Maintained daily front-end updates HTML, CSS in Drupal and Magento on over 12 international websites, created digital assets from scratch and maintaining overall brand consistency and voice.
- Working closely with development to ensure my UI designs and ideas can be implemented as presented.

LA County Registrar - Recorder/County Clerk **Norwalk, CA** **2011 - 2013**

Head UI Designer

Lead designer, heavily involved in every step of the company's web application framework redesign.

- Produced a completed UI redesign with a new architecture through wireframes, and prototypes.
- Maintain daily updates on websites with user center best practices, while maintaining overall brand consistency and voice.
- Responsible for creating wireframes, user interactions, prototypes and visual mock-ups for over 500 web pages and newsletters.
- Working closely with development to ensure my UI designs and ideas can be implemented as presented.
- Produced high-quality print-ready designs for marketing and outreach team for the presidential election. (e.g. newsletters, brochures, banners, poster, billboards, icons, backdrops, etc.)
- Work with the Product Development team in creating together the front-end of web applications.
- Provide leadership in the area of web application design and user interface innovations.

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California Costumes

Los Angeles, CA

2011-2011

Graphic Designer

- Assisted in the design, development, and production for the seasonal catalog.
- Produced high quality and effective design layouts and touch-up photos for use in print.
- Demonstrated successful design execution and the delivery of projects on time and within the given budget.

Fun-Raising School Gear

Westlake Villages, CA

2011-2011

Graphic Designer

- Developed custom graphic designs for T-shirts used for fundraising charity events, and school gear.
- Obtained approval of concept by submitting rough layouts for approval.
- Contributes to team effort by accomplishing related results as needed.



EDUCATION

BA- Graphic & Web Design, Web Design Concentrated, *The Art Institute of California* (Graduate March 2019)

UX Certification, *Nielsen Norman Group* Austin, TX 2015

AA- Web Interactive Media Design, *The Art Institute of California* 2011

AA- Child Development/Psychology, *Moorpark College California* 2008



SKILLS AND EXPERTIZE

Systems

Drupal
Magento
Shopify
WordPress
Godaddy
Gatsby JS

Web Development

HTML
CSS
JavaScript
jQuery
React

User Research

Interviewing
Contextual Inquiry
Data Analysis

Wireframing

Marvel
Balsamiq
Illustrator

Rapid Prototyping

Marvel
Invision
Sketch
XD

Usability Testing

Heatmaps
Surveys
Observations

User Interface

Photoshop
Illustrator

Branding

Marketing
Packaging
Typography
Logos
Style Guides
Icons

SEO

Conductor

Ideation

Competitive Analysis

Content Strategy

Information Architecture
Empathy