



ALBERTO BORDIER

LEAD GENERATION & UX/UI DESIGN SPECIALIST

CREATIVE AND RESULTS-DRIVEN PROFESSIONAL WITH A PASSION FOR UX/UI DESIGN AND LEAD GENERATION, equipped with a strong background in branding, web design, and digital/print marketing strategies. With a proven track record in driving engagement and conversion through thoughtful user experiences, I specialize in crafting compelling visuals and intuitive interfaces that resonate with target audiences. Experienced in developing comprehensive social media strategies to amplify brand presence and generate leads.



www.alby.design



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[@alby.designer](https://www.instagram.com/alby.designer)

EDUCATION

B.A. IN ADVERTISING & GRAPHIC DESIGN

Grand Canyon University

RELEVANT COURSES

- Web Design I & II
- Design Studio I, II & III
- Digital Advertising I & II
- Media Law & Ethics
- Presentation & Public Speaking
- Motion Graphics
- Typography

SKILLS

SOFTWARES

- Figma
- Wordpress
- Photoshop
- Illustrator
- Premiere Pro
- InDesign
- Shopify/Wix
- After Effects
- Facebook Ads
- Google Analytics

PROFICIENCIES

- Brand Identity
- Brand Strategy
- Web Design
- Social Media
- Video Production
- UI/UX Design
- Content Creation
- Ad Campaigns
- Physical Printing
- HTML/CSS

EXPERIENCE

ALBY.DESIGN

Freelance Graphic Designer
Remote

JOB DESCRIPTION

As the Creator of Alby.Design, I single-handedly manage all aspects of the business, from branding and web design to email and printing marketing. My responsibilities also extend to presentation design, digital analytics, and web development, ensuring a comprehensive suite of services for our clients.

BOLD ENTITY

In-House Graphic Designer
Dallas, TX

JOB DESCRIPTION

As the In-House Graphic Designer at Bold Entity, I was entrusted with 75% of all design projects, delivering on a broad range of tasks including branding, web design and development, as well as social media management and content creation.

ANYTIME FITNESS

Club Manager & Content Creator
Phoenix, AZ

JOB DESCRIPTION

At Anytime Fitness, I served as the Club Manager for a single location and the Content Creator for five locations in the Phoenix/Scottsdale/Tempe area. Besides selling memberships and personal training packages, my role also involved creating physical and digital flyers, and leveraging Facebook ads and Instagram for promotional activities.

FEDEX OFFICE

Printing & Shipping Specialist
Phoenix, AZ

JOB DESCRIPTION

While studying at GCU, I worked full-time as a Printing and Shipping Specialist at FedEx Office & Print Center in Phoenix, AZ. This role provided me with comprehensive knowledge of the printing industry, including the use of laser printers.

HB PRO SOUND

Sales Associate & Graphic Designer
El Paso, TX

JOB DESCRIPTION

As a Sales Associate and Graphic Designer at HB Pro Sound, I gained my first design experience using Adobe Systems and developed essential client communication skills. This role allowed me to understand and fulfill clients' audio, lighting, and video needs, laying a strong sales foundation.