

Bridgitte Leann Garcia

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EDUCATION

Clark University

Worcester, MA

Bachelor of Interactive Media in UI/UX Track | Minor in Marketing | GPA: 3.86/4.0

May 2026

- **Relevant Coursework:** Visual Design and Media, Marketing Management, UI/UX Design, Examining Play
- **Awards/Honors:** Dean's List, Entertainment Software Association Foundation Scholar

PROFESSIONAL EXPERIENCE

Clark University Biology Department

Worcester, MA

Marketing & Communications Associate

October 2025 - Present

- Designed and optimized digital and print materials (social posts, brochures, flyers) to enhance user engagement, clarity, and overall experience for campus audiences.
- Updated and refined webpages while managing social content and photo archives, improving navigation, accessibility, and user interaction across the department's digital platforms.

Game Studios

Worcester, MA

UI/UX Designer | Co-Producer

September 2023 - Present

- Revamped the entire UI/UX of an existing alpha build through three iterative design sprints; led two large-scale play-tests (n ≈ 30) that surfaced priority fixes and guided the redesign roadmap.
- Co-produced agile sprints for an 8-person Unity team; maintained a Nuclino backlog of 90+ items, delivered an alpha build 2 weeks ahead of PAX East submission, and kept critical bug count under five per sprint.

Clark University Office of Undergraduate Admissions

Worcester, MA

Communications Ambassador

December 2022 - August 2024

- Shot, edited, and posted weekly campus-life Reels/TikToks; engagement per post climbed 53 % year-over-year (FY23 vs. FY22), reaching ~6,800 prospective students and parents each week.
- Conducted 40+ on-camera student-story interviews; repurposed clips into an email-nurture series that lifted open rates from 19 % to 27 % and helped push campus-tour RSVPs to a record 12.8 %.

American Marketing Association - Boston

Boston, MA

Social Media Intern

June 2024 - August 2024

- Ran a cross-platform calendar for podcast highlights, scheduling native clips on LinkedIn, Facebook, and Instagram; average YouTube episode views tripled (440 → 1,320) and channel subs grew 62 % in 10 weeks.
- Mapped a cross-channel rollout with the podcast, events, and membership teams; transformed each weekly episode into three teasers sized for LinkedIn, Facebook, and Instagram, and drafted platform-specific trends.

LEADERSHIP EXPERIENCE & ACTIVITIES

Diversity in Games

Worcester, MA

President

Fall 2023 - Spring 2025

- Established Diversity in Games, a new club that promotes diversity, equity, and inclusion in the Interactive Media and Game Design department, advocating for the representation of underrepresented groups in the industry.

Clark Center for Technology, Innovation, and Entrepreneurship

Worcester, MA

Director of Outreach | Secretary

Fall 2022 - Fall 2024

- Led outreach to promote center programs, including resume workshops, hackathons, and student networking.
- Coordinate communication among members & stakeholders, ensuring a timely and adequate flow of information.

SKILLS & INTERESTS

Technical: Python, C+, Adobe (Photoshop, Illustrator, XD, AE), Microsoft Office, WordPress, Wireframing, Figma

Skills: User-centered mindset, Collaboration, Attention to detail, Publicity, Inclusive, Communicative