

# Bridgitte Leann Garcia

## Game UI/UX Designer | Digital Marketing

*Crafting user experiences and impactful digital campaigns that connect people and products*  
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### EDUCATION

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#### Clark University

Worcester, MA

*Bachelor of Interactive Media (UI/UX Track) | Minor in Marketing | GPA: 3.88/4.0*

May 2026

- **Awards/Honors:** Dean's List | Entertainment Software Association Foundation Scholar
- **Relevant Coursework:** Visual Design and Media, Examining Play, Animation and Motion Graphics

### PROFESSIONAL EXPERIENCE

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#### Clark University Office and Departments

Worcester, MA

*Marketing & Communications / Digital Content Designer*

December 2022 - Present

- Designed accessible digital communications, webpages, and social campaigns using user-centered design and UX best practices to improve navigation, clarity, and engagement across the department's digital platforms
- Produced weekly Reels/TikToks and increased student interviews, reaching prospective students weekly and supporting digital storytelling for admissions and campus outreach

#### 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 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

#### Refin3d

Dallas, TX

*Web Designer*

August 2025 - Present

- Designed and launched a WordPress + WooCommerce website from scratch for a 3D-printing startup, translating client goals into site structure, product listings, and a scalable e-commerce storefront
- Conducted client discovery interviews to define visual style and user needs, organized product information architecture, and implemented accessible image alt text to improve usability and SEO

#### American Marketing Association - Boston

Boston, MA

*Social Media Intern*

June 2024 - August 2024

- Managed a cross-platform podcast content strategy, transforming weekly episodes into platform-specific clips for LinkedIn, Facebook, and Instagram, and increasing YouTube subscribers in 10 weeks

### LEADERSHIP EXPERIENCE

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#### 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 & CERTIFICATIONS

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

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

**Certifications:** Accessible Player Experience Practitioner (APXP) - AbleGamers Charity