

# Dori Rivera

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## Summary:

Creative and innovative professional with over a decade of experience in graphic design, web design, UI/UX design, and marketing, with a growth mindset, and a passion for continuous improvement.

## Experience:

### **Elite Insurance Partners - Creative Services Supervisor** 2023 - Current Tampa, FL

- Managed multiple UX/UI projects by conducting user research, competitor analysis, creating wireframes, and setting up interactive prototypes.
- Developed and maintained visual identity, design systems, and component libraries to ensure brand consistency during developer handoff.
- Collaborated with cross-functional teams to improve designs and user experience, resulting in increased conversion rates and engagement.
- Mentored a team of designers, providing guidance and feedback to ensure high-quality output and professional growth.
- Leveraged Loveable AI tool to rapidly prototype user-centered designs.
- Extensive experience in the Medicare industry, developing compliant marketing materials aligned with CMS regulations while supporting enrollment and education.

### **Elite Insurance Partners - Lead Creative** 2022 - 2023

- Established brand guidelines to ensure a consistent visual identity.
- Implemented an asset library of all marketing collateral and artwork.
- Designed digital materials such as logos, infographics, banners, ad campaigns, social media assets, and other graphics.
- Designed print collateral such as flyers, posters, brochures, t-shirts, promotional banners, business cards, packaging, and wall decals.

### **Elite Insurance Partners - WordPress Developer** 2019 - 2022

- Maintained several websites using WordPress.
- Generated, edited, proofread, and published engaging content regularly.
- Conducted usability testing to ensure website compatibility and responsiveness across multiple devices and browsers.
- Developed responsive email templates using HTML5 and CSS3, and tested designs across various platforms and devices for compatibility.

### **Vistex, Inc. - Jr. Front-End Web Developer** 2016 - 2017 Hoffman Estates, IL

- Managed content updates and graphics on websites using WordPress.
- Developed front-end code, including HTML5, CSS3, and JavaScript.

### **Ignitor Labs - Jr. Front-End Web Developer** 2013 - 2015 Rolling Meadows, IL

- Developed responsive landing pages using HTML5, CSS3, and JavaScript.
- Assisted with website enhancements, troubleshooting issues, and resolving front-end bugs to improve usability.
- Enhanced the user experience of existing landing pages using the Bootstrap framework.
- Conducted usability testing to ensure website compatibility and responsiveness across multiple devices and browsers.

## Skills:

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Canva
- HTML5/CSS3
- Graphic Design
- Web Design
- UI/UX Design
- Email Design
- Logo Design
- Print Design
- Ad Creatives
- WordPress
- Elementor
- Loveable AI
- Brand Identity
- Wireframing
- Prototyping
- User Research
- Competitor Analysis
- Usability Testing

## Education and Training:

2011 - 2013

**Illinois Institute of Art**  
**Bachelor of Fine Arts: Web Design and Interactive Media**

- Dean's Honor Roll
- Artimation 2014 finalist for a student competition in Web Design

## Certifications

Additional Coursework in:

- Responsive Web Design – Free Code Camp
- Advanced Figma UI UX Design – Udemy
- Leadership: Practical Leadership Skills – Udemy