

# Christopher Alvarez

UX Designer

[www.christopheralvarez.design](http://www.christopheralvarez.design)  
hello@christopheralvarez.design  
(858) 866-4152

## EXPERIENCE

### Freelance Web Designer

*October 2022 - Present*

- Designed and created visually appealing website layouts and user interfaces.
- Developed wireframes, mockups, and prototypes to present design concepts and gather feedback.
- Utilized graphic design software such as Adobe Photoshop, Illustrator, and Figma to create design assets.

### Jewish Federation of San Diego County

*June 2018 - August 2022*

Web Designer/Developer

- Managed all aspects of the company's website design and development, focusing on overall site navigation and information architecture.
- Monitored website analytics and performance metrics to track user engagement and inform design optimization efforts.
- Collaborated with the marketing dept to design and implement landing pages, email templates, and digital advertising assets.

### Broadridge Financial Services

*July 2014 - June 2018*

Web Designer/Developer

- Utilizing UX best practices, I designed and developed financial advisor websites for major Fortune 500 banks.
- Redesigned legacy sites to responsive design which improved overall functionality, user experience, and user engagement.
- Was responsible for the maintenance and debugging of financial advisor websites.
- As Broadridge's lead corporate trainer, I provided expertise and training to banking executives in the use and navigation of personal corporate financial websites. Was responsible for the creation of technical curriculum/training materials for live website webinar trainings.

## SKILLS

Figma  
Adobe Illustrator  
Adobe Photoshop

HTML  
CSS  
Bootstrap

WordPress  
Responsive Web Design  
Canva

## EDUCATION

### Cal State University Bakersfield

*Bakersfield, CA*

BS, Business Administration/Marketing