

Lindsay Francescangeli

UX DESIGNER

EXPERIENCE

Freelance UX Designer | Appstricity

JAN 2021 - APRIL 2021, REMOTE

- Assisted in preparing a native iOS Travel App for the App Store
- Conducted five rounds of usability testing through TestFlight and analyzed the data
- Completed iterations on the design based on findings of usability tests
- Completed all marketing for the launch on the App Store
- Led presentations to the client to pitch suggested designs

Freelance UX Designer | Three Ships Beauty

JAN 2021 - MARCH 2021, REMOTE

- Worked with a team to redesign Three Ships Beauty's skin quiz to improve the UI, navigation, and product recommendation
- Met with the client to understand their business objectives and present design ideas
- Analyzed data to build assumptions about what could be improved
- Conducted usability testing to understand user needs and confirm assumptions

Freelance UX Designer | GK Software

JAN 2021 - MARCH 2021, REMOTE

- Designed the UI and interaction design of a process flow for a curbside Pickup Web app
- Met with the client and developer to understanding business objectives and capabilities of their technology before implementing the designs
- Conducted a competitor analysis on existing products
- Ideated and implemented features and UI design that would fulfill the user's journey

Server | Barcelona Tavern

JAN 2018 - MARCH 2019, TORONTO, ON

- Provided a positive dining experience for clients
- Maintained self-motivation through managing my own income
- Gained strong communication skills through conferring with kitchen staff and guests

Junior Marketing Associate | Sanas Health Practice

JAN 2017 - JAN 2018, KITCHENER, ON

- Communicated website and flyer plans with designers
- Executed digital marketing plans
- Built a promotional event to grow the company's email list

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PROFILE

I'm Lindsay, I am a passionate, results-driven UX Designer. I enjoy creating meaningful human experiences that are scalable.

SKILLS

UX Research, UI Design, Wireframing, Personas Storyboarding, Prototyping, Lean Six Sigma, Responsive Design, Accessible Design, Design Sprints, Heuristic Evaluation, Journey Mapping, Interaction Design, Usability Testing, Design Systems, CMS Collections, Basic HTML & CSS understanding

TOOLS

Figma, Sketch, Invision, Webflow, Trello, Marvel, Jira, TestFlight.

CERTIFICATIONS

Enterprise Design Thinking- IBM

EDUCATION

BrainStation | Diploma, UX Design

SEPT-JAN 2020, ON, CA

George Brown | Diploma, Business Marketing

JAN 2017-JUNE 2020, ON, CA