



Brian Francois

UX & Product Designer

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EMPLOYMENT



UX Designer | Elevated Third

Jan 2019 - September 2021 | Denver, CO

Led and contributed to multiple digital strategy and design consultation projects at a Drupal-based web agency. Responsible for client discovery conversations and early wireframes, as well as visual design concepts, layout mockups, and full component systems. Notable projects include a cross-platform auto lending app, accessible websites for senior living and medical transportation services, and brand refreshes via full web redesigns for educational, industrial, and financial companies.

SOFTWARE

Figma
Sketch
Invision
Photoshop
Illustrator
Atom.io
Final Cut Pro
After Effects
InDesign



UI/Visual Designer | American Financing

March 2017 - December 2018 | Aurora, CO

Designed various internal and customer-facing products like a new homepage and knowledge hub, user tests and layout iterations of the digital mortgage conversion flow, as well as a refresh of the company intranet and web content management interface. Designed, developed, and A/B tested responsive landing pages as well as produced various digital, video, and print collateral for the marketing team.

WEB

HTML/CSS
Webflow
Optimizely
Unbounce
Google Analytics
Shopify
Marketo
WordPress



Interactive Designer | Ronik Design

July 2015 - March 2016 | Brooklyn, NY

Collaborated with the team at Ronik to design and develop client sites, as well as produce various infographics and iconography for clients like Reuters, Regan Arts, Simulmedia, Bionic, MiMedia, and DoubleVerify.

PRODUCTION

Videography
Photography
2D Animation
Editing
Voice Over
Mixing



Videographer | New England Conservatory

January 2014 - July 2014 | Boston, MA

Filmed musical performances at Boston Symphony Hall and Jordan Hall. Directed, edited and produced videos of concerts, curriculum modules, student/faculty interviews, and commercial spots featured on WGBH-TV.

EDUCATION



BFA in Digital Art & Design | Northeastern University

September 2011 - April 2016 | Boston, MA

GPA: 3.8, Dean's List.

Coursework Focus: Interactive Design, Video Production, Photography, Graphic Design and Typography, Early/Contemporary Art History.



Pratt Precollege Program

Summer 2010 | Brooklyn, NY

Completed Digital Arts, Foundations of Art, and Art History classes.