FRANCHESCA SALAS

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|https://openlab.citytech.cuny.edu/franchesca-salas-portfolio/
| Queens, New York| https://github.com/Franchess23

PROFILE

I'm a creative UI/UX designer with expertise in web development. With a background in graphic design from internships and paid work, I craft beautiful, user-friendly websites by blending artistic skills with cutting-edge technology. My focus lies in creating user-friendly interfaces, emphasizing user input and empathy. I'm known for mentoring and teamwork, and I'm driven to continually expand my knowledge in this field by staying current with design and tech trends.

KEY SKILLS AND CERTIFICATIONS

CSS	User testing	Adobe Creative Suite	UX research	Prototyping
Wireframing	HTML	Project Management	Time Management	Customer Service

PROFESSIONAL EXPERIENCE

Graphic Design Internship |

B. Stuyvesant Champagne   01/2023 - 08/2023

- Managed projects, including a 4-mini champagne bottle box, utilizing project management skills and understanding user feedback.
- Collaborated with printing businesses and designers, emphasizing cross-disciplinary collaboration.
- Produced print and digital resources using Canva and Adobe Creative Suite, focusing on visual design elements.
- Designed menus, flyers, and signage with Adobe Creative Suite, incorporating user-friendly visual elements and conducting usability testing.
- Improved champagne sales by 13% through the development of a persuasive menu, incorporating user feedback and understanding user needs.

UX Research Interviewer |

CUNY New York City College of Technology   11/2022 - 01/2023

- Conducted in-person interviews with faculty and staff, adhering to high ethical standards.
- Ensured informed consent and understanding of interview processes, following a user-centric approach.
- Identified trends and insights with empathy maps and research notes, incorporating user empathy.
- Collected high-quality data for the research project's success, utilizing user feedback and interaction insights.

Peer Mentor |

CUNY New York City College of Technology   08/2022 - 12/ 2022

- Guided City Tech 101 Workshop participants, empathizing with user needs.
- Provided assistance, held office hours, and organized activities to improve academic performance, using user-centered design principles.
- Participated in training and weekly meetings for program advancements, emphasizing cross-disciplinary collaboration.
- Maintained communication with faculty and First Year Program staff for successful student support, following a user-centric approach.

EDUCATION AND TRAINING

Opportunity College   2023
Career Jumpstart Fellowship, Web Development

G{CODE}   2023
Introduction to Web Development

New York Jobs CEO Council & CUNY   2022
UX Micro-Credential

ADDITIONAL INFORMATION

Bilingual, Native Spanish Speaker