

# FRANCESCA PARIS

UI Designer

Portfolio: <https://francesca-paris.github.io/portfolio/>

📍 London, UK

🎨 Dribbble: [FrancescaParis](#)

Behance: [FrancescaParis](#)

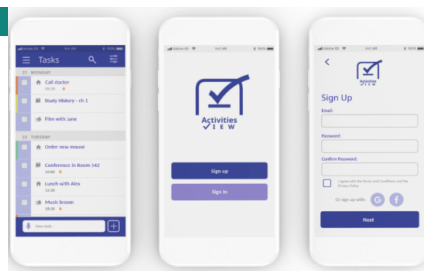
@ [FrancescaParis90@gmail.com](mailto:FrancescaParis90@gmail.com)

## PROFILE

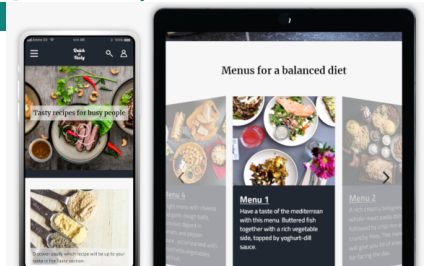
Creative Product Designer with a background in 3D environment art. Experienced in creating digital visual products, using design principles to guide the user toward a certain goal.

## PROJECTS

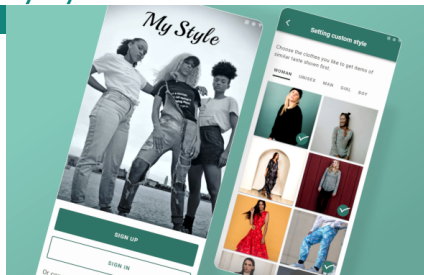
### Activities View



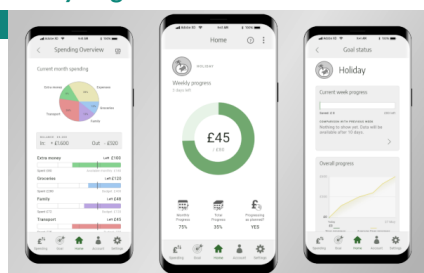
### Quick & Tasty



### My Style



### Money Organizer



## SKILLS

User Research  
User personas  
Wireframing  
Creation of a style guide

UI elements, patterns and hierarchy  
Design principles and heuristics  
Usability and A/B testing  
Mockup Design

Responsive Design  
Prototyping  
Basic HTML and CSS knowledge  
Adobe XD, Figma, InVision

## CareerFoundry

UI Immersion Program | 2020- 2021

The program covered mainly UI Design (User Interface Design) with a secondary focus in UX Design (User Experience Design) and particular attention to the creation of mobile apps and web apps. During the final Frontend Specialization I have also learnt the basics of HTML, CSS and JavaScript.

## Interaction Design Foundation

Gestalt Psychology and Web Design: The Ultimate Guide | 2020

The Ultimate Guide to Visual Perception and Design | 2020

## Computer Graphics Master Academy

UE4 Modular Environments | 2017

Intro to Environment Art | 2016

## University of Central Lancashire, UK

BA Games Design | 2011 - 2014

## EXPERIENCE

### 3D Artist

Futurium | Bangor, UK | 2018 - 2020

- Creating 3D models following the architect specification sheets
- Adapting textures using Adobe Photoshop

### Digital and Content Marketing Executive

Gruppo Trentino di Volontariato. Trento, Italy | 2017 - 2018

- Writing articles and creating web pages using Joomla and Adobe Spark Page
- Social media content creation and managing content releases
- Data analysis and reporting (Google Analytics, Google Business, Facebook Insight and Instagram Insights)
- Managing marketing campaigns (Google Adwords)

### Game Artist

2016 - 2018

I collaborated in the creation of 3 game projects. My tasks included:

- Creating 3D models and textures.

### Game Artist and Game Designer

Internship | Corehab | Trento, Italy | 2015

- Generating new game ideas and game mechanics
- Creation of concept art, 3D modelling and texturing