

# Franklin Moirao

Product + UX Designer

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## Projects + Experience

### 1st Place Winner | Sony x Design at UCSD: Design Frontiers

Day Long Design Sprint

Empathized and defined user needs by performing research, creating an affinity diagram, and personas. Gained feedback and iterated on our physical prototype, and presented a 5 minute pitch to Sony designers.

### IT Services - Desktop Unit Programmer | UC San Diego

June 2018 - Present

Advised web developers on Accessibility and UX Design decisions. Re-designed the physical working space and service procedures to provide higher quality and more efficient assistance to customers. Took on the role of student lead and point of contact with full-time staff.

### Innovation Director + Designer | Fi @ UCSD

Feb 2019 - Present

Researched and implemented new ways of engaging project teams, developing group structure, and creating sustainable growth while providing design instruction and guidance on projects.

### UX Researcher | Design Leap

Jan 2019 - Present

Constructed and executed research briefs in order to consolidate findings to improve the design curriculum at UC San Diego, inspired and advised by Design Lab co-director, Don Norman.

### Product Designer + Manager + Front End Dev | Mood

Jan 2019 - March 2019

Assisted in prototyping designs in Sketch and with pen & paper. Performed user testing to gather feedback and iterate on the prototype. Coded the working web application using HTML, CSS, and JavaScript.

## Education

### UC San Diego

December 2019 Expected

B.S Math/Cognitive Science:  
Design & Interaction

## Skills

User Flows  
Prototyping  
Wireframing  
Affinity Diagrams  
Information Architecture  
User Research  
Usability Testing

## Tools

Figma  
InVision  
Adobe XD  
Pen & Paper  
Python  
JavaScript  
HTML + CSS

## Interests & Hobbies

Video Games  
Dance + Choreography  
Technology

Currently

Playing: Teamfight Tactics  
Watching: Kimetsu no Yaiba  
Listening to: offonoff