

# Franklin Moirao

Product + UX Designer

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## Education

### UC San Diego Dec 2019

B.S. Math + Design and Interaction

## Experience

### Innovation Director | Fi UCSD

Feb 2019 - Dec 2019, San Diego, CA

Founding member who created sustainable growth for Fi ([fi-ucsd.com](https://fi-ucsd.com)) and our 10 agents' design learnings. Lead the instruction of UX strategy, research, and UX/UI design. Guided our project teams on creating design deliverables that aligned with clients' requests.

### UX Designer + IT Analyst/Programmer | UC San Diego

June 2018 - Dec 2019, San Diego, CA

Re-designed the physical workspace and service procedures, resulting in higher quality and more efficient assistance to new hires and over 300 employees across both libraries. Worked with web devs on creating designs for the UCSD Library website.

### IA - Usability + Info. Architecture | UC San Diego

Sept 2019 - Dec 2019, San Diego, CA

Guided over 150 students in understanding how to conduct usability testing and grasp the fundamentals of usability and information architecture while providing design direction for one of David Kirsh's design courses.

### Product Designer | Lito Nails

Jan 2019 - Mar 2019, San Diego, CA

Managed a team of 5 other designers to develop a design brief for the client's website's direction, interaction, user stories, flows, and overall UX. Ensured the wireframes, prototypes, layouts, and UI components followed the design brief and client's vision.

## Awards

### Sony x Design at UCSD: Design Frontiers

Day Long Design Sprint

Awarded first place out of 15 teams for our empathic research and unique physical prototype to improve remote workspace collaboration using consumer electronics.

## Skills

Prototyping, Content Strategy, Product Thinking, Interaction Design, Wireframing, User Research, Usability Testing, User Flows, Affinity Diagrams

## Tools

Figma, Invision, Sketch, Adobe Creative Suite, Python, HTML, CSS, Javascript

## Interests

Video Games, Twitch, Dance, Choreography, Technology