

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) 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 | 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. Assisted web devs implementing UX design principles for the UCSD Library website.

TA - 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, Competitive Analysis, Storyboarding, Interaction Design, Wireframing, User Research, Usability Testing, User Flows, Affinity Diagrams, Product Thinking

Tools

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

Interests

Video Games, Twitch, Dance, Choreography, Technology