

# Franklin Moirao

UX Designer who aspires to work on complex social issues and make design accessible to all.

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## Experience

### UX Designer | 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 in creating designs to improve UX and accessibility for the 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 their projects.

### Web Designer | Lito Nails

Jan 2019 - Mar 2019, San Diego, CA

Lead 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.

### Barista | Starbucks

Aug 2015 - Aug 2017, Sacramento, CA

Re-designed the flow of the working space behind the counter as well as the organization of stored inventory to improve workers' efficiency and accessibility to commonly used items and to improve customer wait time from point of sale to drink hand-off.

## Awards

### Sony x UCSD Design Co: 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.

## Education

### UX Design Certificate by Google 2021 (In progress)

Google's seven-course program on developing personas, user stories, and user journey maps, conducting usability studies, creating wireframes and prototypes, testing and iterating on designs, responsive web design, and designing for social good.

### UC San Diego Dec 2019

B.S. Math + Applied Science (Design and Interaction)

## Skills

Prototyping, Wireframing, Interaction Design, User Research, Usability Testing, Pen + Paper, Figma, Adobe XD, Adobe Creative Suite, Python, C, HTML, CSS, Javascript

## Hobbies

Video Games, Dance, Choreography, PC building, Mahjong