

Francesca Behling

PRODUCT DESIGNER PROBLEM SOLVER

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francescabebling.com

(908) 547-0162

SKILLS

Adobe Illustrator

Balsamiq

HTML / CSS

Git / Github

Mockups

Prototypes

Responsive Design

User Experience Research
& Design

HONORS & AWARDS

Rufus M. Jones

Leadership Institute at

Haverford College

Certificate, 2013

Eastern Women's Fencing

Conference Sabre First

Team All Star, 2012 & 2013

WORK EXPERIENCE

DESIGNER-IN-RESIDENCE

Newark Venture Partners Accelerator | August – December 2016

- Visualized and designed 9 cohort companies' websites, UX/UI, branding, and pitch decks.
- Reorganized user flows based on companies' user needs and goals.
- Built new product interfaces to better communicate companies' stories.
- Developed websites to drive conversion and showcase products.

PROJECT MANAGER & DESIGNER

Gist Digital // Accordion | June - August 2016

- Spearheaded team of designers & marketers on iteration of mobile app and creation of web app for product facilitating communication within construction teams.
- Created user flows and wireframes for web application.
- Determined product-market fit and narrowed user segment.

PRODUCT DESIGN & UX/UI CONSULTANT

Offerpop | August 2016

- Designed GIF Maker campaign for web to help the company's brands create user-generated content.

PROJECT MANAGER

Drinker Biddle & Reath, LLP | June 2013 – May 2016

- Prepared intuitive, easy-to-understand roadmaps to complex licensing processes for our diverse set of clients.
- Redesigned data systems to solve information architecture issues.

EDUCATION

STARTUP INSTITUTE

Web Design Fellow | June – August 2016

- Selected for placement in this highly-competitive 8-week skills accelerator.
- Consulted on projects requiring HTML, CSS, Javascript, responsive design, and user research and testing.
- Worked with a diverse team of designers, marketers, & developers to better identify user needs and create actionable goals.

HAVERFORD COLLEGE

B.A. in Political Science // Minor in Spanish | September 2009 – May 2013

IFSA-BUTLER STUDY ABROAD PROGRAMS

Buenos Aires, Argentina | July – December 2012