

francesca behling

DESIGNER

fg.behling@gmail.com

francescabebling.com

(908) 547-0162



I solve problems to
create intuitive,
meaningful user
interactions.



SKILLS & PASSIONS

Responsive Design
HTML/CSS
Illustrator
UX/UI
Fluent in Spanish
Photography
Cooking
Dance

HONORS & AWARDS

2013 Certificate from
Rufus M. Jones
Leadership Institute at
Haverford College

Eastern Women's
Fencing Conference
Sabre First Team All
Star, 2012 & 2013

work experience

DESIGNER-IN-RESIDENCE

Newark Venture Partners Accelerator, August 2016 - Present

- Design for web, product, and mobile for 9 selected startups, including user flows, website building, and interface design.

PRODUCT DESIGN & UX/UI CONSULTANT

Offerpop, August 2016

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

PROJECT MANAGER & DESIGNER (CONSULTANT)

Gist Digital, June 2016 - August 2016

- Guided design & marketing teams on iteration of Accordion, a mobile app for construction teams' communication and document sharing, and creation of corresponding web app.
- Determined product-market fit and the appropriate user segment.
- Created user flows and wireframes for web application.

PROJECT MANAGER

Drinker Biddle & Reath LLP, June 2013 - May 2016

- Directed applications and renewals for 39 international insurance companies in 64 jurisdictions.
- Synthesized complex licensing processes into intuitive, easy-to-understand instructions for clients.
- Redesigned data systems to solve long-term records problems.

PROJECT LEAD

Think Tanks & Civil Societies Program, May - August 2012

- Led a nine-person team through researching and writing a 105-page evaluation of Latin American think tanks.
- Engaged with think tank directors, primarily in Spanish, to understand industry pain points.

education

STARTUP INSTITUTE

Web Design Fellow, June 2016 - August 2016

- Selected for placement in this highly competitive 8-week skills accelerator.
- Learned and utilized HTML, CSS, Javascript, responsive design, and user research and testing.

HAVERFORD COLLEGE

*B.A. in Political Science with Latin American Studies,
minor in Spanish.*

- Senior Thesis: Resistance to Violent Dictatorships in Latin America: the Factors Affecting Movements' Methods of Resistance

IFSA-BUTLER STUDY ABROAD PROGRAMS

Buenos Aires, Argentina, July - December 2012