



francesca
behling

DESIGNER

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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

PROJECT MANAGER & DESIGNER (CONSULTANT)

Gist Digital, June 2016 - Present

- Guide design and marketing teams through iteration of mobile app, Accordion, for document sharing and communication among construction teams, and creation of corresponding web app.
- Determine the app's customer segment by interviewing potential users and researching the industry.
- Create user flows and wireframes for web application.

WEB DESIGNER

Startup Institute, June 2016 - August 2016

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

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 management practices 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.
- Managed and coached team members, organized roles and responsibilities, and served as principal editor.
- Engaged with think tank directors, primarily in Spanish, to understand industry pain points.

education

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
- Activities: Captain, Varsity Fencing Team, 2012 – 2013; Haverford College Outskirts, all-women's a cappella group, 2010 – 2013.

IFSA-BUTLER STUDY ABROAD PROGRAMS

Buenos Aires, Argentina, July – December 2012