

# Francesca Behling

## PRODUCT DESIGNER PROBLEM SOLVER

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francescabehling.com

(908) 547-0162

## SKILLS

Adobe Illustrator

Balsamiq

Bootstrap

CSS

Git / Github

HTML

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.

### 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 & DESIGNER

*Gist Digital // Accordion | June - August 2016*

- Guided design & marketing teams 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.

### PROJECT MANAGER

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

- Prepared intuitive, easy-to-understand roadmaps to 64 jurisdictions' complex licensing processes for 39 international insurance companies.
- Redesigned data systems to solve information architecture issues.

## EDUCATION

### STARTUP INSTITUTE

*Web Design Fellow | June – August 2016*

- Consulted on projects requiring HTML, CSS, Javascript, responsive design, and user research and testing.
- Selected for placement in this highly-competitive 8-week skills accelerator.

### 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*