

# Francesca Behling

## PRODUCT DESIGNER PROBLEM SOLVER

fg.behling@gmail.com

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

### LEAD PRODUCT DESIGNER

*RedKoin Inc. | January 2017– Present*

- Strategize MVP development and further product iterations, including a timeline for feature introduction.
- Conduct user interviews and use feedback to prioritize investments.
- Construct information architecture, interactions, and interfaces.

### DESIGNER-IN-RESIDENCE

*Newark Venture Partners Accelerator | August – December 2016*

- Craft 9 cohort companies' websites, UX/UI, branding, and pitch decks.
- Reorganized user flows based on companies' user needs and goals.
- Rebuilt 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 team communication.
- Reorganize and wireframe web app for updated 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 clients.
- 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.

### 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*