

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

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 prioritize investments using feedback.
- Construct information architecture, interactions, and interfaces.

DESIGNER-IN-RESIDENCE

Newark Venture Partners Accelerator | August – December 2016

- Crafted 9 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

- Created and improved upon systems for licensing and renewal in 64 jurisdictions; prepared intuitive roadmaps 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