Francesca Behling

PRODUCT DESIGNER
PROBLEM SOLVER

fg.behling@gmail.com
francescabehling.com
(908) 547-0162

SKILLS

Adobe Illustrator
Balsamiq
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.
- Built new user flows, interfaces, and websites.
- Research various user needs and learn company product goals.

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*

- 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*