

Fravic

Product Designer

Work Experience

Everalbum

UX Engineer, San Francisco
11 months (Jul '13 - Present)

Designed a cross-platform product to help families preserve their photos and videos. Defined UX and visuals, prototyped UIs and delivered specifications.

Polychart

UX Designer, Toronto
10 months (Aug '12 - Jun '13)

Led UX and visual design as part of a 6-person team. Created a drag-and-drop charting and data visualization tool targeted at tech startups.

Twitter

PM Intern, San Francisco
4 months (Summer '12)

Shipped features to drive user retention. Examined data to make product decisions. Connected engineering to design and other stakeholders. Planned team sprints.

Microsoft

PM Intern, Bellevue
4 months (Winter '12)

Prototyped data-driven UIs for Bing Mobile. Ran user studies at Microsoft's UX labs. Coordinated designers and developers to improve image search.

Facebook

Front-End Eng Intern, Palo Alto
4 months (Summer '11)

Developed front-end features for the homepage News Feed. Iterated quickly to build product improvements based on usability studies.

Facebook

Data Science Intern, Palo Alto
4 months (Fall '10)

Studied Facebook user data using MapReduce. Visualized and presented results. Designed and deployed an HTML5 canvas app for data visualization.

Other Projects

PokerCast

Ongoing

Designed and developed a poker app for Chromecast (on web and Android) as part of a 3-person team.

Second Screen

Apr '13

Designed an app to enrich TV viewing using audio fingerprints. Won 3rd place at college design symposium.

Facebook Hack

Dec '12

Built an iOS app that won the 2012 Facebook Global Hackathon using NLP and speech-to-text libraries.

CoverPhotoFinder

Sep '11

Built a cover photo sharing site that received over 200,000 monthly views and was covered by Mashable.

CuriousSnakes

Aug '11

Created a visualization of AOL search data. Won a visualization competition at Adobe's SF HQ.

Objective

To gain a deeper understanding of the design practices that result in useful and emotion-inspiring products, whether software or physical.

Tools

Visuals: Photoshop, Illustrator, InDesign

Prototypes: Flinto, AfterEffects, Framer.JS

Dev: Rails, JavaScript, CoffeeScript, SASS, Obj-C

Research: Usability Tests, Interviews, Personas

Education

University of Waterloo

5 years (Sep. '08 - Apr. '13)
Bachelor of Software Engineering

Contact

(415) 463-9761
fravicf@gmail.com
fravic.com