



KALI FRANCISCO

product designer && creative developer

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EXPERIENCE

ORBIT Labs

UX Research Assistant

Sept 2021 - Present

Ann Arbor, MI

- Employed UX research methods including user interviews, persona building, literature review, and wireframing, to assist prototyping ORBIT Middle School Tool that will facilitates teamwork between middle school students
- Analyzed behavioral patterns of middle school students and instructors to build web tool to facilitate inclusive and productive teamwork between middle school students of diverse backgrounds
- Analyzed UX/UI design to implement changes to be made to ORBIT Beta site used by 40+ faculty, staff, and students at Universities nationwide

SHEI Magazine

Graphic Designer

Sept 2021 - May 2022

Ann Arbor, MI

- Designed and published monthly digital and print issues alongside team of 10 designers for the publication that were nominated for 4 Accolades Awards through Arts at Michigan
- Designed posts to reach SHEI's 4,000+ instagram follows to increase social media marketing and expand social media presence to U of M student body
- Collaborated with photography, marketing, and business teams across organization to develop design strategy

U of M School of Information Instructional Aide

Aug 2022 - Jan 2023

Ann Arbor, MI

- Teach small groups and assist instructors in discussion sections to reinforce lecture material for 30+ students offering individual help on homework, projects, and exam preparation 7-11 hours weekly
- Facilitate office hours instruction weekly for section of 110+ students in applying fundamental python programming concepts including internet APIs, file reading, transformation sequences, and more

STUDENT INVOLVMENT

Kappa Theta Pi

Professional Technology Fraternity

Sept 2021 - Present

Ann Arbor, MI

- Lead design committee in weekly meetings to teach 30+ students fundamentals of UX/UI design, research, portfolio development, and design platforms
- Synthesized data from surveys and user interviews to wireframe and prototype low-fidelity version of KTP rush app now available in app stores as Kappa Theta Pi Rush App

MProduct

Product Managment Member

Sept 2022 - Present

Ann Arbor, MI

- Collaborate with fellow cohort members to learn fundamentals of product management including marketing, customer experience, ux/ui design, agile methodologies, and product lifecycle.

EDUCATION

University of Michigan

Aug 2021 - May 2025

Major - UX Design, GPA: 3.7

Minor - Computer Science

Relevant courses: Digital Product Design, Data Structures and Algorithms, Discrete Mathematics, Web Design, Development, and Accessibility, Putting the H in HCI, Needs Assessment and Usability Evaluation

SKILLS

Design

UX Research
Information Architecture
Wireframing/Prototyping

Tools

Figma
Adobe CS
Github
Webflow

Coding

C++
Python
CSS
HTML

In Progress

Javascript
Blender Studio
Figma Autolayout