

Kali Francisco

UX Designer

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EDUCATION	University of Michigan - Ann Arbor AUG. 2021 - MAY 2025	B.S. Computer Science, Minor in UX Design University Honors
EXPERIENCE	NeuraFlash, part of Accenture - Associate UX Designer JAN 2025 - PRESENT LOS ANGELES, CA	<ul style="list-style-type: none">▪ Elevated UX design presence in the retail vertical, leading usability testing, design, and AI architecture for Agentforce's custom UI resulting in partnerships with 3 new retail accounts▪ Led design initiative for Apple Messages for Business with Agentforce, enabling Salesforce's sales motion with Apple to help position Neuraflash as Salesforce's #1 Service AI Partner
	NeuraFlash, part of Accenture - UX Design Intern MAY 2024 - DEC 2024 NEW YORK, NY	<ul style="list-style-type: none">▪ Designed and delivered a support site prototype that directly resulted in multiple deals worth over \$200K with clients including Taco Bell, Care.com, Vivint, and Bose▪ Delivered a complete redesign for Q2 Software's customer dashboard in one month, directly contributing to a \$110K deal and future Salesforce collaborations
	Collage - UX Designer (contract) AUG 2024 - PRESENT REMOTE, US	<ul style="list-style-type: none">▪ As part of the founding team, designed a user friendly onboarding process that captivated 15,000+ college student sign-ups nationwide, securing interest from top VC firms including Soma Capital, Bullmont, and Reach Capital, after launching MVP in under 3 months▪ Crafted compelling brand language and UX design system that helped college students register for over 15,000 credit hours within the first month of launch
LEADERSHIP	U of M School of Information - Teaching Assistant AUG 2022 - JAN 2025 ANN ARBOR, MI	<ul style="list-style-type: none">▪ Provided instruction on HTML/CSS/JavaScript fundamentals for 70+ graduate students and collaborated on course curriculum, integrating WCAG accessibility best practices.
	Ele's Place - Child Grief Facilitator FEB 2024 - PRESENT ANN ARBOR, MI	<ul style="list-style-type: none">▪ Volunteer for local healing center for grieving children 4+ hours weekly helping kids who've endured a traumatic loss heal through bonding, art, play, expression, and self discovery.

SKILLS	Tools Figma Adobe Creative Suite Framer Lucidchart Ableton Live Studio	Research User Interviews Affinity Mapping User Flow Diagrams User Journeys	Coding Languages HTML/CSS JavaScript Python C++ Vue JS SQL	Certifications Salesforce Strategy Designer Salesforce AI Associate
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