

# Kali Francisco

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password: NFDesign5!

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EDUCATION	<b>University of Michigan - Ann Arbor</b> AUG. 2021 - MAY 2025	<b>B.S. Computer Science, Minor in UX Design</b> University Honors
EXPERIENCE	<b>NeuraFlash - UX Designer</b> MAY 2024 - PRESENT NEW YORK, NY	<ul style="list-style-type: none"><li>Designed and prototyped a customer support website template <b>directly resulting in deals worth over \$200,000</b> with clients including <b>Taco Bell</b>, Care.com, Vivint, and <b>Bose</b>, while achieving 99th percentile client satisfaction scores.</li><li>Co-designed <b>Q2 Software's</b> B2B Salesforce customer portal, used globally by over 250 companies. Delivered a full redesign in just one month, <b>securing a \$110,000 deal</b>.</li></ul>
	<b>Collage - Principal UX Designer</b> AUG 2024 - PRESENT	<ul style="list-style-type: none"><li>From 0 to 1, created the visual identity and UX design for ed-tech startup <b>transforming college scheduling</b> with AI assistance and peer networking.</li><li><b>Drove 350+ sign-ups</b> and <b>reached 15,000+ students</b> within the first month of launch.</li><li>Secured <b>interest from top VC firms</b> including Soma Capital, Bullmont, and Reach Capital, and launched the MVP in under 6 months.</li></ul>
	<b>Bubble Learn Science - Founding UX Designer</b> MAY 2023 - AUG 2024 ANN ARBOR, MI	<ul style="list-style-type: none"><li>Spearheaded web app development for an online STEM literacy web tool for lower-resource students, <b>securing \$10,000+ in funding</b>.</li><li>Design resulted in <b>nomination to represent the project at the National Association of Biology Teachers Conference</b> which successfully cultivated interest from University of Michigan instructors for integration into the BIOLOGY 172 curriculum.</li></ul>
LEADERSHIP	<b>U of M School of Information - Teaching Assistant</b> AUG 2022 - JAN 2025 ANN ARBOR, MI	<ul style="list-style-type: none"><li>Provided instruction on <b>HTML/CSS/JavaScript</b> fundamentals for <b>70+ graduate students</b> and collaborated on course curriculum, integrating WCAG accessibility best practices.</li></ul>
	<b>Ele's Place - Child Grief Facilitator</b> FEB 2024 - PRESENT ANN ARBOR, MI	<ul style="list-style-type: none"><li>Volunteer for local <b>healing center for grieving children 4+ hours weekly</b> helping kids who've endured a traumatic loss heal through bonding, art, play, expression, and self discovery.</li></ul>

SKILLS	<b>Tools</b> Figma Adobe Creative Suite WebFlow Framer Unity Ableton Live Studio	<b>Research</b> UserTesting Affinity Mapping User Flow Diagrams User Journeys	<b>Coding Languages</b> Python C++ HTML/CSS Javascript 3js SQL, MongoDB Vue JS	<b>Certifications</b> Salesforce Strategy Designer Salesforce AI Associate
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