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

- 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

- 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

- 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

- 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

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