

# Kali Francisco

## UX Designer

[kalifrancisco.com](http://kalifrancisco.com)  
[linkedin.com/in/kalifrancisco](https://linkedin.com/in/kalifrancisco)  
kalf@umich.edu  
+1 (517) 775 1631

EDUCATION	University of Michigan - Ann Arbor	B.S. Computer Science, Minor in UX Design		
	AUG. 2021 - MAY 2025	University Honors		
EXPERIENCE	<b>NeuraFlash, part of Accenture - Associate UX Designer</b> JAN 2025 - PRESENT LOS ANGELES, CA	<ul style="list-style-type: none"><li>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</li><li>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</li></ul>		
	<b>NeuraFlash, part of Accenture - UX Design Intern</b> MAY 2024 - DEC 2024 NEW YORK, NY	<ul style="list-style-type: none"><li>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</li><li>Delivered a complete redesign for Q2 Software's customer dashboard in one month, directly contributing to a \$110K deal and future Salesforce collaborations</li></ul>		
	<b>Collage - UX Designer (contract)</b> AUG 2024 - PRESENT REMOTE, US	<ul style="list-style-type: none"><li>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</li><li>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</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 HTML/CSS/JavaScript fundamentals for 70+ graduate students 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 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.</li></ul>		
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	