Frenc Gencs Varriale

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UX Researcher and Designer

Profile

A passionate and dedicated UX Designer with 2+ years of experience in freelancing across agile enterprises, working on a wide range of products covering , UX/UI tasks on both mobile and desktop platforms. I work on merging insights and empathy for user- orientated solutions, complimented by social science degree.

Employment History

UX Freelancer

June 2022 – Present , Edinburgh

* Conducting user research for both mobile and desktop platforms.
* Designed modern User Interface (UI) for Mobile and PC platforms.
* Working across agile enterprises, creating range of products.
* Extensive research via usability testing I successfully reduces user time by 25%, increasing revenue.
* I persuaded both the business owner and DevOps teams to support the my design direction, effectively communicating.
* Tools used: Sketch, Miro and Figma
* Using Figma to create high fidelity prototypes, this has resulted in cost reduction during the developmental phase.
* Conducting research: such as usability testing, A/B testing, survey creation and competitive analysis.

Delivery driver, Lindsay and Gilmour pharmacy

Oct 2017– Dec 2019, Edinburgh

* Planning routes on a daily basis as efficiently as possible.
* Adhered to the law and protocols of the company, especially in regards to controlled medication.
* Practised patience and clear communication skills with vulnerable patients.
* Efficiency with time was of absolute importance, in order to deliver medication in time.

Customer representative General Aviation, ExxonMobil

September 2015 – June 2017, Budapest

* Customer portfolio set up; invoice processing with excel and SAP system.
* Created surveys and analysed data in order to improve customer satisfaction, due to this customer preferred communication were adopted; creating more efficient communication channels.
* Analysing raw data with the aviation team to improve customer satisfaction.
* Through conducting market research and customer surveys, our team successfully increased customer retention rates by 10% in comparison to our competitors.
* B2B and B2C business operations. Speaking to customers as well as competitors.
* Payroll/benefits administration costs slashed by 30% negotiating pricing and fees, while ensuring the continuation and enhancements of services.
* Utilised language skill with all my portfolios successfully. Being one of the best communicators in the team.
* Enhanced customer communication efficiency by conducting research and implementing streamlined, direct communication methods for customers in the UAE and the UK.
* Reported to senior sales and stakeholders on a: weekly and monthly basis.
* Presentations were created for shareholder and senior sales representatives.
* Collaborating as part of as seven member multidisciplinary team.
* Efficiently trained teams in Bangalore India during a work outsourcing, while excelling in my tasks through effective time management.

Call-centre Agent, Ipsos-Mori

Aug 2014 – Aug 2015, Edinburgh

* Remaining professional and collected on the phone at all times to be most helpful and make the client feel at ease and ensure impartial research.
* Negotiate and conducting surveys with participants, in multiple languages.
* Survey Conduct**:** Executed survey processes efficiently, ensuring accuracy and reliability of data, and adhering to research protocols to maintain the integrity of the findings.
* Team Collaboration: Worked collaboratively with colleagues to share insights, strategies, and best practices, contributing to a cohesive and productive team environment.

Education

Glasgow Caledonian Accreditation, User Experience Certification

Jan 2023 – June 2023, Edinburgh

* Implemented triangulation with quantitative and qualitative research, which included competitive benchmarking, online survey creation and analysis, and usability testing; in digital space.
* I effectively utilized Miro to craft customer journey maps and enhance team collaboration.
* End-to-end UX process. Based around human centric design.
* Created wireframes based on research; surveys, usability tests.
* Developed prototypes adhering to WCAG guidelines using Figma.
* Acquired diverse design techniques, including mobile app development.
* My design showed, via AB testing, that booking time was more efficient, two minutes faster, and user with learning disabilities less frustrated. Clear presentation of findings.

Edinburgh Napier University, Bachelor Degree in Social Science

Aug 2012-Aug 2015, Edinburgh

* Expertise in quantitative and qualitative research methods.
* Skilled in conducting interviews and surveys.
* Hypothetical insight before starting research process.
* Experienced in visualising data and converting qualitative insights.

Courses and Modules,

Certification

Aug2023-Aug 2023, Edinburgh

* Open University Certification-Project management and Governance.
* Completed Udemy Certification in Web and Mobile Design with proficiency in HTML and CSS.

Other Experience

Senior Bus driver, at Lothian Transport (part time)

January 2019 – Present, Edinburgh

* Achieving great customer service via communication and safety.
* Presenting myself and instilling confidence towards the general public.
* Ensuring safety standards of the bus every morning and after every shift is paramount, I insure due diligence.
* Time management not to be too early or late to bus stops.

Leading and communication skills during diversions or emergencies, alertness is a must

Skills

Problem Solving, Cross Functional Team Collaboration, Adaptability, Interpersonal Communication Skills,

Project Management Skills, Excellent Customer Skills, Multitasking Skills, Time Management Skills

Detail Oriented ,Survey Creation, SPSS ,Qualitative Research Analysis, Usability Testing, Sketching, Prototyping , Figma, Miro, Annotating

**Languages**

Italian-Native level, Hungarian-Native Level, English-Native Level