

Trilby Francis-Gustafson

Contact

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Skills

User Research
Wire Frames
User Personas
Prototyping
User Interviewing
Copy
Presenting
Project Management
Customer Service
Training

Tools

Figma
Sketch
Keynote
Illustrator
OptimalWorkshop
InVision
MS Office
Figjam

Education

UX Design Immersion *May 2023* CareerFoundry

500+ hour course of UX Design study and implementation, emphasizing UX fundamentals and methodology including research methods, information architecture, and analytics.

Bachelor of Arts in History Gonzaga University

Secondary Education Certification,
Minor in Art, Summa Cum Laude

Summary

UX Designer and creative leader experienced in project management and analyzing data. Adept at crafting solutions to customers problems while marrying business needs for a solution that wows users and stakeholders alike.

Relevant Projects

CareerFoundry UX Design Immersion Project

January 2023 - March 2023

- Followed the Design Thinking Process to design reSide, applied a mobile-first approach to design a responsive web app that users can efficiently connect with lawyers who specialize in landlord/tenant law.
- Conducted competitive analysis, user interviews, surveys, and A/B testing to better understand the needs and goals of reSide users. Using this data I developed personas, customer journey maps, user flows, and sitemaps.
- Designed low to high-fidelity wireframes using Figma, resulting in a clickable-prototype that is intuitive to use and sleekly styled.

Fairwind Yacht Club

June 2023 - Current

- Followed the Design Thinking Process to facilitate an update to the Fairwind site. Making the site more user friendly for members and optimized for mobile devices.
- Conducting competitive analysis, user interviews, surveys, and A/B testing to better understand the needs and goals of site users. Using this data personas, and user flows were developed.
- Collaborate with stakeholders to define design goals in consideration of allowed hosting platform limitations.

Experience

Pink Light Medicinals - Owner

June 2015 - Present

- Led the establishment of a multifaceted cannabis company involved in production, processing, and distribution, resulting in the success of a woman owned woman operated agriculture business for the last 8 years.
- Collaborated with stakeholders to finalize contracts and successfully deliver products or services, ensuring on time deliveries and products that met all regulation standards.
- Achieved significant growth in the client base by implementing targeted marketing strategies, resulting in an 18% growth in the first year.
- Created and implemented efficient workflows based on industry best practices and feedback, resulting in improved cleanliness, ease of work flow, and a crew that gained a very modest increase of 8% more finished product a day and 5-8 minutes saved locating or cleaning tools.

Amazon - Instructional Designer/ Trainer

August 2009 - June 2014

- Developed and crafted over 25 digital and in-person training content in adherence to approved standards and guidelines. Ensuring training content stayed accurate to an ever changing product, and that training was ready for peak season to onboard and train thousands of employees.
- Proactively identified and resolved problems by creating and updating standard operating procedures, best practices, and necessary specifications, leading to streamlined data bases for employees making their jobs easier and their answers more accurate to customers, therefore reducing multiple contacts and saving money.