



Brian Francois

UX & Product Designer

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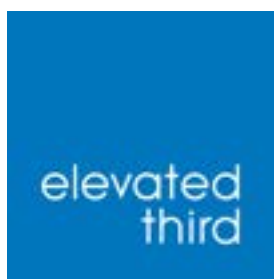
EXPERIENCE



UX Lead | TiFiPay

Jan 2022 - Present | New York, NY

Piloting visual direction and user flow for a personal finance management app available on iOS and Android. Collaborating with another designer and developers to iterate and release new feature sets each sprint. Developing the brand identity and creating marketing/sales assets used to secure over \$1 million in funding.



UX Designer | Elevated Third

Jan 2019 - Sept 2021 | Denver, CO

Led and contributed to multiple digital strategy and design consultation projects at a Drupal-based web agency. Developed wireframes, visual design concepts, layout mockups, and full component systems. Notable projects include a cross-platform auto lending app, accessible websites for senior living and medical transportation services, and brand refreshes for educational, industrial, and financial companies.



UI/Visual Designer | American Financing

March 2017 - Dec 2018; Sept 2021 - Aug 2022 | Aurora, CO

Designed various internal and customer-facing products like a new website, knowledge hub, customer portal, and a refresh of the company intranet and web content management interface. Directed user tests and iterated on the digital mortgage conversion flow. Designed, developed, and A/B tested responsive landing pages. Produced various digital, video, and print collateral for the marketing team.



Interactive Designer | Ronik Design

July 2015 - March 2016 | Brooklyn, NY

Collaborated with the team at Ronik to design and develop client websites, infographics, and iconography for clients like Reuters, Regan Arts, Simulmedia, Bionic, MiMedia, and DoubleVerify.



Videographer | New England Conservatory

Jan 2014 - July 2014 | Boston, MA

Filmed musical performances at Boston Symphony Hall and Jordan Hall. Directed, edited and produced videos of concerts, curriculum modules, student/faculty interviews, and commercial spots featured on WGBH-TV.

EDUCATION



BFA in Digital Art & Design | Northeastern University

Sept 2011 - April 2016 | Boston, MA

GPA: 3.8, Dean's List.

Coursework Focus: Interactive Design, Video Production, Photography, Graphic Design and Typography, Early/Contemporary Art History.



Pratt Precollege Program

Summer 2010 | Brooklyn, NY

Completed Digital Arts, Foundations of Art, and Art History classes.

SOFTWARE

Figma
Sketch
Invision
Photoshop
Illustrator
Atom.io
Final Cut Pro
After Effects
InDesign

WEB

HTML/CSS
Webflow
Optimizely
Unbounce
Google Analytics
Shopify
Marketo
WordPress

PRODUCTION

Videography
Photography
2D Animation
Editing
Voice Over
Mixing