

Julia Fransece

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OBJECTIVE

With a degree in Public Relations and many years of building skills in visual design (Adobe Creative Suite), I have transitioned into web design and UI/UX design and worked in that space for 2.5 years. I am experienced in creating user stories, user journeys, user flows, wireframes, mock-ups, and writing basic CSS and I am seeking a role where I can continue to build my skills in Web Design and UI/UX.

WORK EXPERIENCE

Synic Software, Vancouver, BC

Web Designer

March 2023 – Present

- Designed and built 15+ websites for small businesses across diverse industries, including retail, manufacturing, and construction, using WordPress, Square, Wix, and Shopify.
- Developed websites with varying complexities, ranging from 5 to 30+ pages and budgets up to \$16K.
- Created visually engaging designs by integrating client assets and adhering to their brand identities.
- Incorporated client feedback into design iterations to ensure satisfaction and successful project outcomes.
- Edited CSS and developed custom code snippets to enhance website functionality and user experiences.
- Mastered the use of Figma for wireframing and prototyping, improving design processes and team collaboration.
- Redesigned websites for small businesses, including layouts, composition, color scheme, typography, and logos.
- Established information architecture to streamline navigation and improve usability for end users.
- Collaborated with the Project Managers to meet project deadlines and deliver high-quality results within scope and budget.
- Created wireframes, mockups, and interactive prototypes to communicate design concepts in Wix, WordPress (Elementor), Shopify, GoDaddy, and Square.
- See samples of my work [here](#).

UI/UX Designer

November 2021 – September 2022

- Designed wireframes, mockups, and interactive prototypes using Figma for mobile app projects.
- Created all visual assets, mockups, and Figma pages for Heymeta, a game launched as a prototype on the App Store, ensuring a cohesive and engaging design.
- Developed user flows and designed pages for Heymate, collaborating closely with the development team to ensure smooth implementation and consistency.
- Designed the complete user flow, wireframes, and mockups for a WeChat app for a beauty company, later built by the development team.
- Worked with the marketing team to design engaging social media content for Instagram, enhancing the company's online presence.

Self-Employed

Freelance Web Designer

March 2023 – Present

- Revamped a catering client's website to reflect the brand's culture and style in their design.
- Ensured that the site was easy to navigate and engaged users.
- Visit the website that I built [here](#).

EDUCATION

Post-Degree Diploma, Web & Mobile App Design

2019 – 2020

Langara College

Degree, Public Relations

2014 – 2017

Sao Paulo Fine Arts University

PROJECT EXPERIENCE

PartyUp App Project

Capstone Project | BrainStation

March 2023 – May 2023

- Designed and developed an app to showcase all events happening in Vancouver on any given night.
- Conducted in-depth user research to identify the target audience’s needs and preferences.
- Gathered and analyzed event-related data from around the web to inform app features and content.
- Created detailed wireframes and information architecture to establish clear navigation and functionality.
- Built an interactive prototype using Figma.
- Served as the UI/UX Designer, ensuring a user-friendly and visually appealing interface.
- Led usability testing to gather feedback and create iterative designs based on feedback.
- View samples of this project on my website [here](#).

CERTIFICATES/MEMBERSHIPS

Elementor Pro Mastery Certificate , LivingWithPixels	<i>2024</i>
Figma Certificate , cfPRO	<i>2023</i>
Member , The Interaction Design Foundation	<i>2021</i>
UX Design Certificate , BrainStation	<i>2023</i>
Digital Arts Certificate	<i>2014 – 2015</i>
<ul style="list-style-type: none"> • Photoshop, Illustrator, and Digital Painting. 	

SKILLS

Design Skills: User Interfaces, Information Architecture, Journey Mapping, Wireframing, Prototyping, Usability Testing, Visual Design, Web Design, Interaction Design, User Interface Design, User Experience (UX), Graphic Design, Experience Design, Mobile Applications, Designer, Design Thinking, User Experience Design (UED), Mobile Application Design, User Flow, App Design, Usability, Illustration, User Stories, User Journeys, User Flows, Wireframes, Mock-Ups, and UI/UX.

Technical Skills: Adobe Creative Suite, CSS, Figma, WordPress, Wix, Adobe Photoshop, Adobe Illustrator, Adobe XD, Elementor, Agile Methodology, Squarespace, GoDaddy, and Square.

Soft Skills: Collaborative Team Player, Problem-Solving, and Organization.