

Julia Fransece

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OBJECTIVE

With a background in Public Relations and a Post-Degree Diploma in Web & Mobile App Design from Langara College, I've spent the past two years building my expertise in UI/UX design while working as a Web Designer. I specialize in creating user flows, wireframes, mock-ups, prototypes, and applying basic HTML and CSS to enhance web functionality and user experience. I'm seeking a role where I can continue to apply my expertise and grow further in the field of web design and UI/UX.

WORK EXPERIENCE

Synic Software, Vancouver, BC

Web Designer

March 2023 – January 2025

- Designed and built websites for small businesses across diverse industries, including retail, manufacturing, and construction, using platforms like WordPress (Elementor), Square, Wix, Shopify, and GoDaddy.
- Developed websites with varying complexities, ranging from 5 to 30+ pages and budgets up to \$16K.
- Created engaging designs, integrating client assets and adhering to brand identities, while incorporating feedback for iterative improvements.
- Designed and maintained dynamic websites using various CMS platforms, applying HTML and CSS for customization and developing custom code snippets to enhance functionality and user experience.
- Proficient in using 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.
- See samples of my work [here](#).

UI/UX Designer

November 2021 – September 2022

- Designed wireframes, mockups, and interactive prototypes in Figma for B2B desktop POS systems and tablet interfaces, ensuring smooth user experiences for both business and client interactions.
- Designed brochures and presentations, aligning with branding and communication needs.
- Designed user flow, wireframes, and mockups for a WeChat app for a beauty company, later built by the development team.
- Collaborated with the marketing team to create engaging Instagram content, boosting the company's online presence.

Self-Employed

Freelance Web Designer

March 2023 – Present

- Revamped a catering client's website to enhance brand identity, improve navigation, and increase user engagement. Resulted in a more intuitive design and a better user experience.
- 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	2024
Figma Certificate , cfPRO	2023
Member , The Interaction Design Foundation	2021
UX Design Certificate , BrainStation	2023
Digital Arts Certificate	2014 – 2015
<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), Designer, Design Thinking, User Experience Design (UED), Mobile Application Design, User Flow, App Design, Usability, 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, Elementor, Agile Methodology, Squarespace, GoDaddy, and Square.

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