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 have experience in UX/UI design, creating intuitive user experiences, improving information architecture, and designing responsive websites. I specialize in user flows, wireframing, prototyping, and applying basic HTML and CSS to enhance web functionality. I enjoy collaborating with teams to design and refine digital products. I'm looking for a role where I can apply my UX/UI design skills while continuing to grow in user experience and design systems.

WORK EXPERIENCE

Synic Software, Vancouver, BC

UX/UI Designer & Web Designer   *March 2023 – January 2025*

- Designed and developed user-friendly websites for businesses across multiple industries, improving usability and engagement.
- Built custom solutions using WordPress (Elementor), Square, Wix, Shopify, and GoDaddy to create seamless digital experiences.
- 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.
- View my portfolio 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*

- Designed and developed two websites for local food businesses: Montanos Food (meal prep) and Gimme Coxinhas (Brazilian snacks).
- Built Montanos Food on Square, learning the platform on the go and implementing features like subscriptions, product bundles, and delivery options.
- Improved UX by adapting the client's content to a friendlier tone and suggesting additional pages like FAQs and catering services.
- Revamped Gimme Coxinhas' existing site, improving layout, structure, and branding for a better user experience.

EDUCATION

Post-Degree Diploma, Web & Mobile App Design   *2019 – 2020*
Langara College

Bachelor's 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 event discovery app to help users find local events in Vancouver.
- Conducted in-depth user research to understand user needs and preferences, using Maze for usability testing to validate and refine interactions.
- Created detailed wireframes and information architecture to improve navigation, ensuring a seamless and intuitive user experience.
- Developed high-fidelity prototypes in Figma and iterated based on user 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*

- Photoshop, Illustrator, and Digital Painting.

SKILLS

Design Skills: UX/UI Design, Information Architecture, Wireframing & Prototyping, User Research, Interaction Design, Visual Design, Responsive Web Design, Usability Testing

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.