

Lindsay Francescangeli

UX DESIGNER

lindsaymariefrances@gmail.com
437-230-8624
linkedin.com/in/lindsayfrancescangeli/

PROFILE

I am a UX designer with a passion for making the world a better place through empathetic human centred design. My past experiences and education have allowed me to refine my skills in analytics, information architecture, and visual communication. I believe great design happens when you are able to empathize with users and understand their needs to provide a solution that truly makes their lives better.

EXPERIENCE

Server | Barcelona Tavern

JAN 2018 - 2019, TORONTO, ON

- Provided a positive dining experience for clients
- Maintained self-motivation through managing my own income
- Gained strong communication skills through conferring with kitchen staff and guests

Junior Marketing Associate | Sanas Health Practice

JAN 2017 - 2018, KITCHENER, ON

- Navigated relationships with affiliates
- Communicated website and flyer plans with designers
- Executed digital marketing plans
- Built a promotional event to grow the companies email list

Travel Agent | Happy Travels

JAN 2015 - 2016, CAIRNS, QUEENSLAND

- Planned clients travel journey start to finish
- Implemented travel plans based on needs of clientele to improve their overall experience
- Attended trips to gain insight on client experience
- Sent out promotional facebook posts to improve companies engagement

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, ONTARIO, CA

OCAD University | Bachelor of Design, Graphic Design

SEPT 2017- 2019, ONTARIO, CA

George Brown College | Diploma, Business Marketing

JAN 2017 - 2020, TORONTO, ON

SKILLS

UX Research, Wireframing, Persona Development, Storyboarding, Figma, Sketch, Invision, Microsoft Project, Excel

PROJECTS

Capstone Project | UX Designer

SEPT-DEC 2020, ONTARIO, CA, BrainStation

Built a mobile application that provides a guided hiking experience for users and focuses on hiking safety. The wireframes and prototype were both created in Figma.