




MICHAEL FRANCO

Michael Franco
UX Designer & Researcher
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CONNECT

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SUMMARY

As an avid self-starter, I construct and refine systems to solve relevant challenges. I take risks where others do not, using curiosity and flexibility to adapt to new situations accordingly.

SKILLS

Rapid Prototyping
Time Management
Interaction Design
Public Speaking
Active Listening
Stakeholder Management
Usability Testing
Content Strategy
User Interface Design

DESIGN TOOLS

Axure
Sketch 3
Principle
InVision
Marvel
Adobe Photoshop
Adobe Illustrator
Twitter Bootstrap
HTML | CSS

BACKGROUND

EXPERIENCE

- MARCH 2016-APRIL 2016
[GoodWorld, Inc. - Washington, D.C.](#)
UX Designer (via General Assembly)
 - Project lead for a team of 3 that successfully developed a new virtual wallet product
 - Coordinated with stakeholders to ensure design was in line with their expectations
 - Extrapolated results from user interviews, competitive analyses, and design sessions
 - Presented final prototype to the company for implementation by year's end
- FEBRUARY 2016-APRIL 2016
[General Assembly, User Experience Design Immersive - Washington D.C.](#)
Designer in Training
 - Completed 400+ hours in the professional application of UX design principles
 - Presented 5 design projects, meeting or exceeding instructors' expectations
 - Acquired knowledge in human-centered design thinking, research methodologies, content strategy, UX processes and tools in wireframing, prototyping, and visual design
- AUGUST 2013 - DECEMBER 2015
[Liberian International Shipping & Corporate Registry - Vienna, VA](#)
Account Receivables Clerk / Software Tester
 - Verified and posted cash receipts to daily ledger, resolving any discrepancies
 - Coordinated with international clients to fulfill outstanding debts
 - Summarized receivables by maintaining invoice accounts and preparing daily reports
 - Collaborated with IT department to test a new proprietary accounting software
 - Taught accounting staff on use of the new proprietary software once implemented
- MARCH 2013 -AUGUST 2013
[The Leigh Agency - Oakton, VA](#)
Account Executive
 - Ensured execution of flagship events for two major nonprofit foundations
 - Met with major stakeholders to layout goals and expectations
 - Negotiated with vendors to provide discounted services at events
 - Reviewed the event advertising materials to ensure cohesive event branding
- MAY 2011 - FEB 2012
[The Parrish Law Firm - Manassas, VA](#)
Social Media Manager
 - Created the firm's social media department from scratch, establishing its online identity
 - Updated blog posts and video content to optimize for SEO and lead conversion
 - Managed two employees who created content to grow social media accounts
- AUGUST 2011 - DECEMBER 2011
[ID Public Relations - Los Angeles, CA](#)
Digital Strategy Intern
 - Developed new strategies to increase presence for the musician Alicia Keys and the entertainment group World Star Hip Hop
 - Performed analyses of clients' social media accounts to draft new targeted content
 - Produced short guides that helped clients become familiarized with online media tools

EDUCATION

DECEMBER 2009 - MAY 2012
[University of Southern California - Los Angeles, CA](#)
Communication, B.A. | Cinematic Arts, Minor