

FRANCES PIMENTEL

PRODUCT DESIGNER

Multi-disciplinary designer committed to UX best practices and a thoughtful, research-based approach

SELECT EXPERIENCE

ASPIRED, INC.

UX/UI DESIGNER | JUL 2021 – AUG 2021

- Optimize the user onboarding by 25%
- Create user journey maps in Miro and medium to high fidelity prototypes in Figma. Two rounds of usability tests
- Work with complex set of stakeholders and developers

UNIVERSITY OF PORTLAND

DIGITAL DESIGNER | JAN 2019 – MAY 2021

- Create wireframes, prototypes, and work with developers while following UX/UI and WCAG accessibility best practices
- Seven CASE and UCDA awards for design work
- Conduct usability tests and interviews
- Bring to life the overall art direction for multiple campaigns
- Pursue new ideas and forms to elevate the story of UP
- Connect to trends in higher education and social media in order to create compelling graphics and illustrations

SELF-EMPLOYED

FREELANCE DESIGNER | 2016 – 2021

- UX/UI design and graphic design for select clients, including: Eureka City School District, Lakebound and University of Portland

BREATHE CALIFORNIA

GRAPHIC DESIGNER | 2014 – 2016

- Launched and maintained a responsive website, SacBreathe.org
- Designed all print and web marketing collateral
- Oversaw community programs, including the Breathe Youth Media Awards and the Clean Air Awards
- Secured first-time funding from CVS Health at 100%

SOUTHERN CALIFORNIA INSTITUTE OF ARCHITECTURE (SCI-ARC)

GRANT WRITER | 2011 – 2013

- Funding for Robotics Lab, Digital Fab Lab, and Solar Decathlon
- Wrote foundation, government and corporate grants
- Grant request to the NEA funded at 100%, grant request to ArtPlace funded at +100%

EDUCATION

SPRINGBOARD

UX/UI Design Career Track

Expected completion August 2021

UCLA EXTENSION

Design Communication Arts

September 2018

UC DAVIS

Art Studio & Art History

June 2009

TOOLS

Adobe Suite

EMMA

Figma, Sketch

Google Suite

Invision

Marvel

Miro

Squarespace

SKILLS

Branding + Campaign

CSS / HTML

Presenting

Typography

UX Research

UI Design

WCAG 2.0

Writing