Francesca Chua

Product Designer   www.francescachua.com

✉ francesca.tan.chua@gmail.com

📱 650-888-6001

in linkedin.com/in/francescachua

EXPERIENCE

Senior Product Designer
Cognoa

Feb 2016-Present
Palo Alto, CA

- Spearheaded research, design and implementation of iOS, Android and web apps
- Designed new product features to provide more user value to drive increased user engagement and potential enterprise clients leads
- Collaborated with marketing and sales to create new campaigns and marketing collateral which led to 794 enterprise leads in its first 6 months, and over 58,245 new users

Lead Product Designer
Outcomes.com

Sept 2015-Nov 2015
Berkeley, CA

- Led a team of six designers to create visualized actionable dashboard for users
- Employed Jobs-to-be-Done and Google Ventures Design Sprint methodologies to validate personas and develop wireframe solutions
- Managed and communicated client and team expectations

Product Designer
uvite

Aug 2015-Oct 2015
San Francisco, CA

- Established a new visual style guide to create a cohesive language for our client and his engineers to implement
- Redesigned the entire mobile experience to highlight its value proposition
- Utilized the Google Ventures Design Sprint framework to create screeners and rapid wireframing sketches

Product Designer Consultant
Tradecraft

July 2015-Feb 2016
San Francisco, CA

- Collaborated with early stage-startups and designers to create solutions utilizing research, competitive analyses and iterative design
- Spearheaded usability testing on current interface of ROVR, a tour creation platform

AWARDS

1st Place, Startup Weekend Hackathon

Nov 2016

- Won 1st place for KIGO, a children's fitness wearable and companion app as the sole designer in under 54 hours

EDUCATION

UC Berkeley

BS, Molecular Environmental Biology

Magna Cum Laude, Dean's List

SKILLS

Lean UX
User Interface Design
iOS Design
Android Design
Web Design
Needs Finding
Rapid Prototyping
User & Task Flows
User Research

TOOLS

Sketch
Photoshop
MarvelApp
InVision
Keynote
Mixpanel
Tableau
Google Analytics
Pixate