

# RAVEL FRANCIS

UI/UX DESIGNER

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## WORK EXPERIENCE

### FREELANCE (UX) DESIGNER

ravelfrancis.com

CAMBRIDGE, ON

2019– Present

Collaborated with developer teams and clients on a variety of branding, illustrations and design. I formulated and translated clients needs on several small scale projects

### CUSTOMER SERVICE REPRESENTATIVE

SunLife Assurance Company of Canada

WATERLOO, ON

2011– 2018

Handled customer complaints and provided appropriate solutions within the time limits. followed up to ensure resolution. Identified and assess customers' needs to achieve satisfaction

### FLASH DESIGNER

Wireless Ronin Technologies (formely McGill Digital Solutions)

WINDSOR, ON

2006– 2009

Insturmental in creating interactive web interface for designing project. Developed animation by translating the script as per the clients' requirement. Created sketches and storyboards

## VOLUNTEER EXPERIENCE

### UX DESIGNER - INTERNSHIP

Derisk Co-oporation

WATERLOO, ON

2019

Conducted user research, user interviews, and synthesized data for analysis while working closely with the development team & stakeholders. Developed personas, wireframes, and prototypes

### DIRECTOR OF DIGITAL COMMUNICATIONS

Waterloo Wolverines Basketball

WATERLOO, ON

2014– 2018

Created custom themed web pages. Maintained website by updating content, implementing new technology and monitored performance. Communicated with board of directors

## EDUCATION

### CONESTOGA COLLEGE, 2019

Kitchener, Ontario

Graduation Date. April 2019

Ontario College Graduate Certificate.

Interactive Media Management

### UNIVERSITY OF WINDSOR, 2006

Windsor, Ontario

Bachelor of Arts

Visual Arts and Communications

(Digital Media)

## SKILLS

### DESIGN

Sketch  
Invision  
Photoshop  
Illustrator  
InDesign  
After Effects

### RESEARCH

Heuristics Evaluation  
Usability Testing  
A/B Testing  
Data Analysis  
Persona Hypothesis  
User Research

### PROTOTYPING

InVision  
Axure  
Balamsiq  
Figma

### UX DESIGN

Lean Persona  
Journey Map  
Storyboarding  
Sketching  
Wireframing  
User Flows  
Hi-Fidelity Mockups

### CODING

HTML5  
CSS  
Javascript  
Jquery (Basic)

### DESIGN METHODS

Lean UX  
Design Thinking  
Service Design

### TEAMWORK

Asana  
Slack  
GitHub