

UX Designer

<https://tomfranovvortex.wixsite.com/ux-design-portfolio>

Summary

I design innovative human centered apps and websites, resulting in better user retention and higher conversion rates, while creating delightful user experiences.

Methodologies

I love to analyze research and ideate solutions. I have experience brainstorming and whiteboarding concepts with teams. I enjoy creating wireframes at all levels of fidelity. I have experience working with dev-ops to build out ideas. I have worked with distributed teams using version control systems.

Tools

I've listed a few of my favorite UX skills and tools. If you use a different tool with your methodology, I'd be happy to learn it.

Awards

I won several awards for "Going Over the Top in Achievement" with my design work at Gartner.

- ★ Gartner CEO Gold Award - 1997
- ★ Gartner CEO Silver Award - 2001
- ★ Gartner CEO Team Award - 2005

Skills	Software
User Research Survey Writing User Interviewing Card Sorting	<i>Miro</i> <i>Genesis</i> <i>Typeform</i>
Wireframing, Journey Mapping User Flow Sketching	<i>Figma</i> <i>Sketch</i> <i>Omnigraffle</i>
Prototyping Validation Presentations	<i>InVision</i> <i>Keynote</i>
Visual Design	<i>Photoshop</i> <i>Canva</i>

Work Experience

UI/UX Designer | Humana via Brooksource Consulting | February to March 2022

Worked on Agile UX Team to create a human centered feel for the internal customer service website through use of Design Sprints and collaborative UX Research using Miro.

UX Designer, Student, Writer | Freelancer | October 2015 to February 2022

Learned UX Design from courses, meetups, and workshops. Worked on several freelance UX Design projects. Designed a website and blog, wrote and published content.

UX Designer | Bitesize UX Design Challenges | February 2021 to April 2021

L'Acquolina Pasta – UX Writer Focus

Improved the cooking instructions for L'Acquolina Pasta mobile app, making it easier for users to understand fresh pasta cooking instructions. Listened to recorded interviews, completed UX Research, wrote microcopy with a conversational design style, and designed high-end wireframes for mobile app screens using Figma.

CityPups – UX Researcher Focus

Improved the ability for users to find the perfect dog to adopt when using the CityPups app. I listened to recorded user interviews, formulated ideas for improvement, then used design sprints to create freehand wireframes, then designed high-end wireframes using Figma.

UX Designer, Content Writer | QuantumVoyager Blog | January 2017 to May 2021

Showcased my writing and design skills on a timeless and clean interface, providing a delightful user experience. You can view my website here: <https://tomfranov.wixsite.com/quantumvoyager>

UX Designer | NYC Mayor's Office of Technology & Innovation | August 2015 to September 2015

Created warmer visuals and conversational language in Sketch, then a clean prototype using InVision, for a newer human centered feel for the website.

UX Designer | General Assembly NYC | June 2015 to September 2015

Created delightful UX Designs at General Assembly (GA) User Experience Design Immersive (UXDI). Used various UX Design methodologies, including research, analysis, design & more. Small teams completed numerous hands-on projects to gain real life experience.

Interaction Designer, Sr. Interface Developer, Sr. Web Author | Gartner | Jan. 1996 to March 2014

Designed the "Eagle" Sales intranet, and the "Mercury" corporate intranet. The new website portals provided all Gartner associates with digital platform access to their departmental work tools via laptops, anytime, and anywhere throughout the world. The Eagle Sales tool hugely boosted sales productivity worldwide, and was voted favorite sales tool by sales execs several years in a row.

Collaborated with stakeholders and users throughout the company to research desired content and learn daily activities and workflow of the sales execs. Created site architecture, navigation, layout, and user flow that mirrored daily work patterns. Website user flow was immediately familiar, sales execs could easily find what they needed for their jobs, resulting in delightful user experience.

Conducted usability testing for Gartner client website, interviewed users during user testing and recorded comments verbatim. I synthesized UX Research and reported key findings to stakeholders.

Designed and built e-learning interactive training modules using Adobe Captivate to help clients learn and use complex Gartner proprietary software.

Designed and built an online help system for Gartner Events agenda builder, using Robohelp software, to help clients get their questions answered while online.

Conducted user experience research and redesigned intranets. Interviewed stakeholders and users, live and remote. Performed card sorting, live and remote. Synthesized research, and validated solution proposals.

Education

**MIT Computer Science and Artificial Intelligence Laboratory: Human Computer Interaction for UX Design
Certificate of Completion, 2019, Online**

This six-week online CSAIL course focused on Human Computer Interaction history, new trends, future technologies, and possibilities, and how to apply it with User Experience Design methodologies.

General Assembly, User Experience Design Immersive (UXDI)**UXDI Certificate, Graduated September 2015, New York City**

Learned UX Design methodologies, including research, analysis, design & more. Completed numerous hands-on projects in the classroom and the field to gain real life experience.

Pace University, Marketing with Management Specialization**Bachelor of Business Administration (BBA), Graduated January 1993, Pleasantville, NY**

The Pace co-op program provided an opportunity to apply for and work for Gartner in the Sales department as a Sales Assistant. My work ethic and success led to full-time employment at Gartner after graduation.