

# Frances Marquez

UX Designer and Web Developer

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## SKILLS

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- **Programming:** HTML, CSS, JavaScript, Git, Node, Express, EJS, MongoDB, Mongoose, APIs
- **Design:** Figma, Miro, Information Architecture, Personas, Journey Mapping, Wireframes, Rapid Prototyping
- **Languages:** Bilingual proficiency in English and Spanish

## DEVELOPMENT PROJECTS

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### Farmers Market Finder

Solo Project | January 2022 - June 2022

- Built a full-stack web app to help the community of St. Augustine locate farmers markets in the region
- Technologies: HTML | CSS | JavaScript | Node | Express | MongoDB | Mongoose

### CodeSquad Comics

Solo Project | January 2022 - June 2022

- Programmed a database-driven web app showcasing a comic book directory concept based on designer's requirements.
- Technologies: HTML | CSS | JavaScript | Node | Express | MongoDB | Mongoose

## EXPERIENCE

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### Design and Usability Analyst I | FIS

Remote | June 2023 - Present

- Define, design, and document highly usable interfaces to meet client requirements
- Communicate and defend design rationales to team members and stakeholders
- Collaborate with UX design team to realize final design output, and with technical teams to refine designs within technical constraints

### UX/UI Design Intern | Nav.it

Remote | October 2022 - December 2022

- Collaborate with 4 UX/UI designers and 4 stakeholders to develop a user-centered community app feature increase user adoption and retention for a fintech/mental health app by 8-10%
- Performed qualitative and quantitative user research including surveys, in-depth interviews; data from 8 interviews and 26 survey responses were utilized to inform journey maps and personas
- Presented the research recommendations to 4 stakeholders to complete sprint, evaluate work, and determine next steps

### UX/UI Design Intern | Emergency Ventures

Remote | March 2022 - April 2022

- Collaborated with stakeholder on 2-person team developing an evacuation portal with the goal of increasing hurricane evacuations
- Analyzed and synthesized research findings from 38 users in Figma and presented results to stakeholder
- Designed 12 hurricane evacuation portal high-fidelity screens leveraging Emergency Venture's design system to enhance existing product and create a competitive advantage, e.g. evacuation routes
- Iterated design solution based on usability testing feedback; 5 users cited ease-of-use of emergency alert

## EDUCATION

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<b>CodeSquad Certificate</b>	Full Stack Web Development Certification	Summer 2023
<b>Ironhack Certificate</b>	UX/UI Design Certification	Spring 2022
<b>Florida State University</b>	Bachelor of Science, Actuarial Science	

