

Francisco Becerra

Los Angeles, CA • <https://www.fbecerra.com/> • [linkedin.com/in/fbecerra](https://www.linkedin.com/in/fbecerra)

UX Designer

UX Designer with 6 years of customer-facing experience, designing digital and physical products for top brands and companies. Proven record of B2B and B2C client satisfaction, helping increase revenue and lowering business expenses. Adept at implementing a cohesive design strategy, ensuring a unified and user-centric omnichannel experience.

WORK EXPERIENCE

ERNST & YOUNG GLOBAL LIMITED (EY) • Los Angeles • 04/2022 - 06/2023

UX Design and Research Consultant

- Contributed to early stage business development initiatives in the Digital and Emerging Technologies team by combining user research insights, roadmapping strategy, and design thinking methodology to Partners and Business Analysts to create new and innovative digital products for several government entities and drive new business.
- Participated in the creation of a comprehensive firm-wide digital UX guide to assist analysts in effectively adopting and integrating UX processes and methodologies into their Go-to-Market design strategies.

Auto Insurance CRM

- In collaboration with the Lead Designer, led the end-to-end design of a new enterprise system from ideation to MVP using Figma that combined CRM and POS, with considerations for a future BIS addition.
- Worked with agency partners, stakeholders, and cross-functional teams to understand the competitive landscape, outline strategic roadmaps, and align on the product and features intergration and establish a product design strategy and solution.
- Assisted in the discovery process by developing and executing a research script and conducting usability testing interviews with 14 participants, gathering data that validated the user interface layout and user flow, and informed new opportunities that helped optimize usability.

State Data Dashboard

- Spearheaded the development of a Tableau style guide to assist in designing data analysis reports, achieving an impressive 80% reduction in creation time.

SKILLS

Languages: Spanish

Design Skills:

Accessibility, Art Direction, Branding, Prototyping, Typography, Wireframing

Design Tools: Adobe XD, Figma, Illustrator, InDesign, Miro, Mural, Photoshop, PowerPoint

UX Research: Competitor Analysis, Heuristic Evaluations, Ideation and Iteration, Information Architecture, Interviews, Journey Maps, Personas, Storyboards, Style Guides, Surveys, Usability Testing, User Testing Moderation, Visual Design

EDUCATION

Master of Professional Studies in UX Design

Maryland Institute College of Art (MICA)
Baltimore, MD
05/2022

Bachelor of Arts in Fine Art

California State University, Los Angeles
Los Angeles
09/2015

IoT Performance Dashboard

- Worked cross-collaboratively with global teams to design and implement an enterprise IoT Performance Dashboard, communicate priorities, technical challenges, and business outcomes to a team of 8 engineers to ensure alignment on all business goals.

GIBSON OVERSEAS INC. • Commerce, CA • 08/2017 – 02/2022

Product Designer

- Lead designer for the Peanuts line of products, where I led the creative design direction and market strategy, increasing sales revenue from \$100K to \$2M within a year by leveraging industry market research and design trend forecasting reports to create an effective GtM strategy.
- Oversaw day-to-day operations of the creative department, including procurement of necessary supplies and resources for 15+ designers and management, leading new hire orientation, and managing internal & external communication, ensuring operational success through the duration of my tenure.
- Crafted annual design trends reports to help inform design direction, uncover new market opportunities and contribute to the success of new growth initiatives.

CERTIFICATIONS

Certified Professional in Accessibility Core Competencies (CPACC)

In Progress