FRANNIE LAKS

Product | UX Design

FIND ME

Brooklyn, NY
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SOFTWARE

Sketch
InVision
Adobe Illustrator
Adobe Photoshop
HTML + CSS
WordPress
Trello
Keynote
Zeplin
Optimal Workshop

SKILLS

User Modeling
Requirements Gathering
User Research
Usability Testing
Wireframing
Rapid Prototyping
Data Analysis + Visualization
Content Strategy
Project Management

EDUCATION

UNIVERSITY OF MICHIGAN
Apr 2004
B.A. Cultural Anthropology
Ann Arbor, MI
Awards: Phi Beta Kappa,
James B. Angell Scholar

EXPERIENCE

UX DESIGNER
Orion Business Innovation | NYC | Aug 2018 – Present

- Design mobile and web products for leading financial organizations and professional sports.
- Collaborate with PMs, BAs and engineers on translating complex requirements and business goals into effective and purposeful applications and features.
- Execute design process from research/requirements gathering to prototyping and delivery.
- Strategically communicate design approaches and UX considerations to non-design audiences.

UX RESEARCHER
ClassPass | NYC | May 2018 – Jun 2018

- Conducted persona study to inform a comprehensive theory for the ClassPass user experience.
- Created user models from quantitative analysis of behavior logs, survey data, and interview findings to capture and convey user needs and pain points to product and marketing teams.
- Identified and recruited current users for interviews based on behavioral segmentations.

UX RESEARCHER
TodayTix | NYC | Nov 2017 – Dec 2017

- Executed research sprint to uncover areas of opportunity for a redesign of the custom CMS.
- Identified behavioral patterns, recurring technical issues, and coping mechanisms for all defined user groups through direct observation and user interviews.
- Established UX and tech performance benchmark metrics to gauge relative performance.
- Analyzed and translated research data into user models; created story maps and task flows.

UX DESIGNER
Birdie | NYC | Oct 2017

- Evaluated and recommended design solutions for this restaurant review web platform.
- Conducted user and market research to understand values, lifestyles and behaviors of target users, assess current market trends, and discover opportunities for differentiation.
- Generated personas and user journeys based on findings for design guidance and documentation.
- Created user flows, task flows, site map, wireframes, low and high fidelity prototypes.
- Performed multiple rounds of user testing; iterated designs based on usability findings.

PROJECT MANAGER
Lost Bird, Inc. | NYC | Sept 2012 – Feb 2017

- Managed local and national initiatives for a rapidly expanding environmental nonprofit with projects ranging from art installations to crowd-sourced science.
- Forged a cohesive visual communications strategy implemented across all company channels.
- Launched an environmental film festival in Upstate NY: designed website, developed content and copy, produced festival trailer videos, oversaw marketing and social media.

PROJECT MANAGER
Smartfin | NYC | Feb 2016 – Dec 2016

- Served as East Coast Project Manager for Smartfin, a surfboard fin with built-in sensors that collects nearshore ocean data to better understand climate change's effect on coastal habitats.
- Facilitated early pilot program to validate the device's scientific application in the surf zone.

ASSOCIATE PRODUCER
World Science Festival | NYC | May 2017 – Jun 2017
Huffington Post, *HuffPost Live* | NYC | Jun 2012 – Aug 2012
PBS, *History Detectives* | NYC | Oct 2011 – Apr 2012
WGBH, *NOVA* | NYC | Apr 2006 – Jan 2011