

KEEGAN FRANCL

UX RESEARCHER, USER EXPERIENCE
DESIGNER, PRODUCT DESIGN STRATEGIST

Contact Info

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📍 Omaha, NE

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WORK EXPERIENCE

Riff Music Entrepreneur UX Designer

- Aligned project team by quickly iterating on low-fidelity concepts to explore and communicate design solutions
- Validated concepts by creating interactive prototypes to inform design approach through moderated usability research.
- Evaluate and measured the outcome of the product prototype to provide recommendations on how best to improve the overall product design

Alternative Answers Lead Marketing Strategist August 2020-CURRENT

- Aligned business practices by researching both the performance of the company and competitive landscape to inform and communicate service redesign approach
- Generated \$500,000 in new income by identifying business partnerships to find opportunities that extend the companies reach to new prospects
- Position all stakeholders by conducting design thinking workshops and activities to bring clarity about goals and roadmaps- ensuring success of the project

SKILLS

Research

Surveys
Focus Groups
Personal Interviews
Observation
Usability Testing
Personas

Interaction

Wireframing
Prototyping
User Journeys

Design

Style Guides
Hi-Fidelity
Sketching
Copywriting

Soft-skills

Communicator
Empathetic
Collaborator
Ideas-Driven
Problem-Solver
Strategic

EDUCATION

Springboard November 2021- June 2022

- 6-month, 600+ hour, mentor-led, UX Design intensive course. Includes two capstone projects, a design sprint, and an industry lead project

University of Nebraska at Kearney

- BA in Marketing & Communications