

▶Valerie Franek

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Summary

Senior user experience designer with over 7 years experience designing ecommerce web applications for small businesses and consumers, with a focus on interaction design and usability. Strong experience balancing customer satisfaction and business goals, managing design projects, communicating with team members and stakeholders, considering technical details and restrictions.

Skills

User Experience Design

- ▶ Site structure and organization
- ▶ Flow charts, wireframes, visual and interactive mockups, design specifications
- ▶ Project management
- ▶ Coordinating and integrating usability research
- ▶ Competitive analysis

Technology

- ▶ Photoshop, Illustrator, Visio, InDesign, Dreamweaver
- ▶ Familiarity with web technologies, including HTML, CSS, web standards

Experience

Senior Interaction Designer (Contract), PayPal

June 2011 - Present

- ▶ Prepared and delivered flows, wireframes, and design specifications.

Senior Interaction Designer (Contract), Cisco WebEx

April 2011 - June 2011

- ▶ Prepared and delivered flows, wireframes, and design specifications.

Senior Interaction Designer, eBay

June 2007 - October 2009

- ▶ Led the design effort to improve the shipping tools for sellers, through projects and strategy work.
- ▶ Managed the new eBay shipping label project, including work with external partner.
- ▶ Organized informal design review meetings for Selling design team.
- ▶ Researched and recommended design patterns for tabs and form buttons.

User Interface Designer, PayPal

September 2006 - June 2007

- ▶ Led multiple phases of site-wide search project, including research and overall design.

- Updated visual design of major payment flow.
- Contributed regularly to design standards effort, including documenting patterns and consulting.
- Initiated the redesign of internal design standards web site.

Interaction Designer, Yahoo!

July 2001 – February 2005

- Managed overall user experience of Yahoo! Store product, including merchant tools, control panel, information sites, and product tours and demos.
- Led projects to improve or create ecommerce tools for catalog management, store building, shipping, fraud protection, cross-selling, advertising, etc.
- Coordinated with external clients for several partnership projects.

HTML Designer, Yahoo!

June 2000 – July 2001

- Created, modified, and optimized HTML documents and graphics for use as design mockups, templates, and public pages, for various company products.
- Maintained site tutorials and internal documents and scripts.
- Managed project to create an internal document management system.
- Led redesign of company public relations site.

Education

University of Illinois at Urbana-Champaign (Urbana-Champaign, IL)

- BA in Rhetoric, 2000
- Minor in Writing Technologies

Moraine Valley Community College (Palos Hills, IL)

- Coursework in Art and Design, 1997 and 1999

Foothill College (Los Altos Hills, CA)

- Coursework in Art and Graphic Design, 2006