

Fran Rafat

5550 Owen's Mouth Ave, Apt 324, Woodland Hills, Ca 9136 Faranakrafat00@gmail.com

OBJECTIVE

As a UX designer with a background in graphic design, I am passionate about creating functional and aesthetically pleasing experiences in both digital and tangible mediums. My user-centred approach puts the end-user at the forefront, considering their motivations for using a product. My curiosity drives me to understand why things are as they are and how they can be improved for a better user experience. I enjoy breaking complex problems into manageable pieces and working collaboratively to find solutions that benefit the end-users. As a UX designer, I merge my love for design and creativity with my problem-solving skills to make a difference in people's lives. I approach creativity hands-on, sketching to communicate ideas and explore possibilities that reflect people's needs and desires.

AREAS OF EXPERIENCE

- **Operating computer software:** Figma, Adobe XD, Miro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign.
- **User Experience (UX) Design:** Knowledgeable in designing intuitive and user-friendly digital interfaces, applying UX principles to enhance usability, **accessibility**, and overall user satisfaction.
- **User Interface (UI) Design:** Experienced in creating visually appealing and engaging user interfaces that align with brand guidelines and optimize user interactions, resulting in enhanced user experiences.
Experience in visual graphic design and proficiency with the Adobe illustrator, Adobe Photoshop, Adobe In Design, **mastering Color Theory, Typography, Layout/Composition, grid systems**, to create visually appealing designs.
- Knowledgeable in **B2B value propositions** and skilled in crafting content for consultative sales. Supporting different stakeholders including: Development team, IT teams.
- **Collaborating with cross-functional teams**, including developers, product managers, and stakeholders, to gather requirements and ensure alignment on project goals.
Conducting user research and usability testing to inform design decisions and validate **proposed solutions. Creating wireframes, prototypes, and high-fidelity mock-ups**, using design tools such as **Sketch, Figma, or Adobe XD**.

Fran Rafat

5550 Owen's Mouth Ave, Apt 324, Woodland Hills, Ca 9136 Faranakrafat00@gmail.com

Conducting heuristic **evaluations and competitive analysis** to identify areas for improvement and innovation.

Iterating on designs based on feedback from users and stakeholders, employing an agile and iterative design process. Keeping up-to-date with industry trends and best practices in UX design, attending conferences and workshops to continuously improve skills and knowledge. strategic thinking to design cohesive and scalable solutions. **Strong attention to detail** and a feeling of pride and ownership over the quality of our product, committed to delivering excellence in every aspect of design.

Good knowledge of Experience in creating and maintaining design documentation, including user personas, **user journey maps**, and design specifications. Proficient in **using industry-standard design tools, such as Sketch, Figma, Adobe XD, or similar software, to create wireframes, prototypes, and high-fidelity mock-ups.**

WORK EXPERIENCE

Jan 2025 - Present

Enrich Financial/Debt Consultant

❖ Key Responsibilities:

- Educate clients on federal and state student loan forgiveness programs, such as PSLF, IDR, and Teacher Loan Forgiveness.
- Assess clients' financial situations and loan details to determine eligibility for forgiveness or repayment assistance.
- Guide borrowers through the application process for forgiveness, consolidation, and income-driven repayment plans.
- Provide ongoing support and follow-up to ensure clients remain compliant with program requirements.
- Maintain accurate and up-to-date records of client interactions, loan documents, and case progress.
- Communicate complex loan terms and options in a clear and empathetic manner.
- Collaborate with loan servicers and government agencies to resolve issues or escalate client concerns.
- Stay informed on changes in federal student loan policy, regulations, and relief programs.
- Ensure data privacy and compliance with federal and state financial regulations.

Fran Rafat

5550 Owen's Mouth Ave, Apt 324, Woodland Hills, Ca 91366 Faranakrafat00@gmail.com

- Contribute to team goals by meeting service quality, client satisfaction, and case resolution metrics.

Sep 2024 - Dec 2024

Swickard Cadillac Thousand Oaks/Sales Rep.

❖ **Key Responsibilities:**

- Engage with customers to understand their vehicle needs and preferences.
- Present and demonstrate Cadillac vehicles with detailed product knowledge and professionalism.
- Guide clients through the entire sales process, including test drives, financing options, and closing.
- Deliver exceptional customer service to ensure satisfaction and long-term client relationships.
- Meet or exceed monthly sales targets while supporting overall dealership performance.

Mar 2018 - Feb 2024

GAMES DISTRIBUTION/Assist with ecommerce

❖ **Key Responsibilities:**

- Keeping records of the inventory, answering customers' emails, assisting managing eBay and Amazon accounts.
- Share customer feedback with relevant teams.
- Manage the capital and expense budget for the global project portfolio including planning and forecasting.
- Partnering with a communications team to create meaningful and online-friendly consumable content.
- Monitoring website traffic and customer reviews to gauge responses to site updates.

Jan 2016 – Mar 2017 Director's

Executive coordinator/ Embassy of India

❖ **Key Responsibilities:**

- Scheduling and coordinating meetings, appointments, and travel arrangements for imported occasions such as prime minister's visit to the country
- Attending guests to the embassy, exploring the upcoming events, plans, and making sure they have proper accommodations and transportations while inside the country, managing petty cash, keeping records of the residents and daily expenses.

Fran Rafat

5550 Owen's Mouth Ave, Apt 324, Woodland Hills, Ca 9136 Faranakrafat00@gmail.com

Jun 2015 - Dec 2016

Sento/Customer Service

❖ **Key Responsibilities:**

- Open and maintain customer accounts by recording account information
- Generate sales leads.
- Identify and assess customers' needs to achieve satisfaction.
- Inform customers of deals and promotions.
- Sell products and services.
- Work with the customer service manager to ensure proper customer service is being delivered.

Mar 2012 - Jun 2015

Arang /Graphic Designer

❖ **Key Responsibilities:**

- Working with key clients to develop their design briefs and bring their ideas to life.
- Conceptualise and develop new creative concepts.
- Manage multiple project timelines and deliverables for the sales team.
- Production of all artwork, including social media artwork, digital asset creation, image management, design mock-ups.
- Catalogue/Brochure design and print-setup.
- Print vinyl logo heat-seals, including set-up and production.
- Manage workflow using collaborative priority sorting systems.

EDUCATION

2022-2024 User Experience Design- UCLA Extension CA

2013 – 2015 Bachelor of Arts(B.A), Visual Arts Rasam University Tehran, Iran