

# FRANDIEGOVELOZ

978-902-8187 | hello@frandiego.com | linkedin.com/in/frandiegoveloz | www.frandiego.com

## SKILLS

Adaptability

Connecting the dots

Public Speaking

Visual Communication

Empathy

Strategy

Connect Four

## EDUCATION

UX Design Certificate  
General Assembly  
2018

Graduate  
Entrepreneurship for All  
2015

Certificate  
Mill Cities  
Leadership Institute  
2015

Bachelor of Science  
Entrepreneurship  
Lasell College  
2014

## PROFESSIONAL EXPERIENCE

### UI/UX DESIGNER II

EBSCO, Ipswich, MA | 07/2019 - Present

Collaborating closely with engineering, product, and business leaders to deliver a new generation of EBSCO products and services through a Scaled Agile approach.

- Using HTML and CSS to turn static designs into functional components.
- Partnering with research to refine complex information into meaningful concepts.
- Providing thought leadership to design products and services.

### VISUAL DESIGNER

iZotope, Cambridge, MA | 06/2018 - 4/2019

I worked on the marketing team providing a variety of visual deliverables across print, digital, and event collateral — including social content, promotional assets, emails, and paid media ads.

- Our 2018 Black Friday campaign generated \$2.1 million.
- Helped implement Creative Cloud to manage assets and maintain design standards.
- Designed wireframes, prototypes, and high-fidelity mockups.

### CO-FOUNDER, DESIGN & UX

Gifted Studios, Lawrence, MA | 02/2014 - 10/2018

We created shared workspaces for creators that helped them be productive, collaborative, and connected. I designed the studios and the technology used to manage them. It was successful enough for me to work on it full-time for several years.

- Conducted interviews and research sessions to gain insight, make business decisions and challenge assumptions.
- Customer LTV was \$533.63/member from 2017 to 2018.
- Worked with hundreds of aspiring creatives.

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## TECHNICAL SKILLS

Visual Design

HTML/CSS

Adobe Creative Suite

Interaction Design

Rapid Prototyping

Human-focused Design

Sketch, Invision, Figma

Slack, Jira, Trello

## REFERENCES

**Brady Bonus**

Instructor

General Assembly

bradybonus@gmail.com

**Adam Quinn**

Visual Design Manager

iZotope

603-401-5950

aquinn@izotope.com

**Marlene Marmolejos**

Co-founder

Motion Mami

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marlene@motionmami.com

## PROFESSIONAL EXPERIENCE CONT.

### MARKET MANAGER

Fresh Empire, Boston, MA | 06/2016 - 12/2017

The bulk of my role was developing community partnerships, social campaigns, and events to influence youth attitudes and behaviors toward tobacco-free living. Our team coordinated outreach campaigns, brand activations, and showcases.

- Executed over five events each month.
- Managed a team of five staff members and thirteen volunteers.
- Planned, managed and executed Hip-Hop concerts, rap battles, showcases, meet & greets, media hosted engagements, and other Hip-Hop related activations.

### CO-FOUNDER, MOTION DESIGN

Motion Mami | 03/2015 - present

Using motion graphics and animation, Motion Mami increases multicultural representation in the mainstream media. We design social content and motion graphics for consumer brands.

- Clients include Amazon, Google, Sony, and BET.
- Manage a remote team to streamline content creation.
- Produce most deliverables using Adobe Creative Suite.

### ENRICHMENT COORDINATOR

Lawrence CommunityWorks | 09/2013 - 06/2016

LCW creates vibrant neighborhoods and empowers residents. I worked with their youth division, developing programming focused on content creation, entrepreneurship, and collaboration.

- Bridged a donation of over 50 tablets from Google.
- Our team managed the integration of an Intel Computer Clubhouse.
- Our group raised \$3k to send a youth member to a Rwandan Youth Center.