

Brian Francois

UX & Product Designer

Denver, CO, United States | briandfrancois@gmail.com | (203) 598-2559 | brianfrancois.com | in/brianfrancois

SUMMARY

For over 10 years, I have had the pleasure of collaborating with startups, agencies, and Fortune 500 companies to build digital products that stand out in AI, SaaS, utility, finance, education, and healthcare tech. I thrive where others might get overwhelmed; diving into the deep end to learn from users and stakeholders, unraveling complex flows by rapidly ideating with wireframes and prototypes, refining technical specs with the dev team, creating detailed layouts, and managing design systems.

EXPERIENCE

Senior Product Designer – GridX

Jun 2025 - Current, Denver, CO (Remote)

- Directed design on the Advise product within the GridX enterprise rate & data platform, providing analytics and insights for utility workers on the data supplied by 40 million meters nationwide.
- Collaborated with the developers of our Empower APIs to create 7 customizable and embeddable widgets utilized by over 30 utility providers in the US, used by 500k active users monthly.

Senior UX Designer – MindStudio

Feb 2023 - Mar 2025, San Diego, CA (Remote)

- Designed a node-based editor for building, testing, and deploying AI powered agents - from 0 to 1.
- Led 3 designers; as we pivoted from e-commerce tool to AI personal assistant to AI app builder.
- Over 150,000 AI Agents created by individual users, businesses, and government agencies; notable clients being His Majesty's Revenue & Customs and ServiceNow.

UX Lead – TiFi Pay

Jan 2022 - Jan 2023, New York, NY (Remote)

- Took over as sole designer for a personal finance management app available on iOS and Android.
- Collaborated daily with 4 developers to design, prototype, and deploy new feature sets each sprint.
- Developed branding assets and marketing/sales collateral used in landing over \$1 million in funding.

UX Designer – Elevated Third

Jan 2019 - Sep 2021, Denver, CO

- Led and contributed to over 20 strategy and design projects at a B2B digital marketing agency.
- Developed wireframes, visual design concepts, content/IA strategies, and web component libraries.
- Notable projects: a cross-platform auto lending app, accessible websites for senior living and medical transportation, and brand refreshes for educational, industrial, and financial companies.

EXPERIENCE (CONTINUED)

UI/Visual Designer – American Financing

Mar 2017 - Dec 2018; Sep 2021 - Aug 2022, Aurora, CO

- Directed user tests and reworked the design of our digital mortgage application flow, leading to 14% and 12% increases in home sale and refinance lead conversions, netting over \$330k in revenue.
- Developed and A/B tested over 30 responsive landing pages for inbound marketing campaigns.
- Redesigned internal and customer-facing products such as a new website, knowledge hub, customer portal, and information architecture of our company intranet and website CMS.

Interactive Designer – Ronik Design

Jul 2015 - Mar 2016, Brooklyn, NY

- Collaborated with the team to design and develop client websites & social media graphics.
- Notable clients: Reuters, Regan Arts, Simulmedia, Bionic, MiMedia, and DoubleVerify.

EDUCATION

BFA in Digital Art & Design – Northeastern University

Sep 2011 - Apr 2016, Boston, MA

- GPA: 3.8, Dean's List. Coursework Focus: Interactive Design, Graphic Design, Typography, Video Production, Photography, Documentary Filmmaking, Early & Contemporary Art History.

SKILLS & TOOLS

Skills: UX & UI Design, Product Strategy & Discovery, AI Prototyping, Information Architecture, Design System Management, Usability & A/B Testing, User Research & Interviews, UX Writing, Front-end Web Development (HTML/CSS/React), Branding & Visual Design

Tools: Figma, FigJam, Figma Make, Webflow, Lovable, Claude Code, ChatGPT, Gemini, GitHub, Storybook, Zapier, Adobe Suite, Google Analytics, Hotjar, Maze, Notion, Jira, HubSpot, MailChimp