

FRANK NAVARRETTE

ACCOMPLISHMENTS

Collaborated with team of **15+ content creators and developers** in the development of [Weatherhead School of Management](#) website redesign resulting in KPI improvements such as:

- Users increased by 268.13%, from 60,880 to 224,004.
- New users grew by 283.73%, from 49,055 to 187,702.
- Sessions rose by 282.52%, from 72,121 to 275,728.
- Page views surged by 269.21%, from 195,715 to 721,336.
- Pages per session improved to 2.62 from 2.71, enhancing content engagement.

Conducted surveys with multiple stakeholders to discover issues within the [Kelvin Smith Library](#) website. Developed high fidelity mockups to present to high priority clients.

WORK HISTORY

UI/UX Designer | 01/2021 - Present

FREELANCE - CHICAGO, IL (REMOTE)

- Enhanced user satisfaction by creating intuitive and visually appealing UI designs.
- Streamlined UX flow for improved usability and increased user engagement.
- Collaborated with cross-functional teams to ensure seamless integration of UI/UX components in the final product.
- Developed wireframes, prototypes, and mockups to effectively communicate design ideas to the development team.

UX Designer & Information Architect | 03/2022 - 10/2023

CASE WESTERN RESERVE UNIVERSITY - CLEVELAND, OHIO (REMOTE)

- Conducted user research, usability testing, and quality assurance pre- and post-launch to inform intuitive and engaging interface design.
- Built websites in Drupal 7 & 9, including page migration and content creation.
- Gathered, defined, and refined requirements, led project design, and oversaw project implementation.
- Reviewed and addressed compliance issues with brand quality and digital accessibility standards.
- Revised and redesigned information architecture (IA) using sitemapping (Adobe XD) and user testing (Optimal Workshop) of multiple sites within purview.
- Updated digital asset management systems and other media organization systems, including revision and addition of searchable metadata, alt text, and tags.
- Maintained design standards and guidelines to ensure a cohesive and consistent user experience across multiple websites
- Collaborated with clients, stakeholders, university leadership, content, and development teams.

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 in/frank-navarrette

EDUCATION

MS | User Experience Design

Kent State University
Kent, OH

BA | Ecology & Evolutionary Biology

University of Colorado
Boulder, CO

UX SKILLS

- Wireframes & Prototypes
- User Research
- Usability Testing
- Digital Accessibility
- Persona Definition
- Information Architecture
- Responsive Design
- Interaction Design

TECH TOOLS

- Figma
- Adobe XD
- HTML + CSS
- Bootstrap
- Adobe Creative Suite
- Drupal CMS
- SiteImprove
- Optimal Workshop
- Slack, Asana & Teamwork
- Microsoft Office Suite
- Google Applications Suite
- iWork Suite

STRENGTHS

- Visual Design & Creativity
- Critical Thinking
- Design Thinking
- User Centered Design
- Collaboration & Teamwork
- Communication
- Leadership