

## CONTACT

📍 Los Angeles, CA

📞 949- 272-6599

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## PROFESSIONAL SUMMARY

Dedicated and empathetic UI/UX Designer with an extensive 8+ years of comprehensive experience in mental health wellness. Adept in Figma and Adobe Creative Suite, excels in elevating user experiences and fostering empathy-driven design solutions to enhance digital experiences that promote mental well-being. Accomplished at building trust with clients and stakeholders, consistently delivering impactful results through innovative design strategies, organized workflows, and user-centric approaches.

## SKILLS

- Figma
- Adobe XD
- Adobe Creative Suite
- Sketch
- Photoshop
- Illustrator
- Bootstrap (HTML, CSS, JavaScript)
- A/B Testing
- User Interface
- Style guides
- User Persona
- Affinity Mapping
- User Flow
- Usability Testing
- Sitemap
- Wireframe
- Design Prototype
- Mockups
- Axure
- Web and Mobile Design
- Responsive Design
- Project Management

# FRANCIS GOLEZ



## EXPERIENCE

**UI/UX Lead Designer** Soulflower Collective - Remote  
06/2023 - Present

- Implemented a web design via client collaboration and user research resulting in increased user engagement and sales conversion.
- Design and develop a successful product with an iterative design, visually appealing, user-centric website for the company, applying user research, front-end development, product design, and mockup prototyping according to style guides.
- Ensure seamless progress in leading and managing concurrent design systems, enhancing features for optimal performance.

**UI/UX Lead Designer** The Healing - Remote  
03/2023 - 06/2023

- Overhauled the website to accommodate the growing user base, led a group of 3 designers, oversaw end to end UX components and design process, from research development to prototype designs and deliverables handoff to the client.
- Fostered a healthy collaboration by actively engaging the team to generate innovative ideas, design concepts, and data-driven insights and leverage collective expertise by applying emerging technologies for optimal project outcomes for the stakeholders.
- Spearheaded a cross-functional team, creating a collaborative and interactive environment driven by principles driving successful project execution through articulate communication, design ideation, and implementation of strategies.

**Clinic Director** Amen Clinics - Walnut Creek, US  
09/2021 - 03/2023

- Achieved a 90% staff retention rate by effectively leading, managing, and fostering interpersonal relationships while overseeing all clinic operations and decisions, including staff, physicians, recruitment efforts, and other crucial components.
- Succeeded in attaining a 20% yearly profit margin goal through meticulous planning and implementation of budget strategies.
- Increased positive online reviews from clients by emphasizing excellent clinic SOP in performing daily tasks for each employee.
- Elevated patient referrals by 15% as a result of facilitating monthly discussions of marketing strategies and industry trends.

**Department Supervisor** Amen Clinics - Costa Mesa, US  
03/2020 - 09/2021

- Enhanced team productivity by 20% with proficient schedule management, regular meetings, and training in best practices.
- Efficiently sourced and screened the compatibility of candidates, reviewed 30 resumes weekly, and conducted interviews.
- Resolved 95% of complicated patient complaints related to clinic services,

- Leadership
- Operations Management
- Marketing Analytics
- Critical Thinking
- Collaboration skills
- Problem Solving

leading to increased customer satisfaction.

**Lead Coordinator** Amen Clinics - Costa Mesa, US  
10/2015 - 03/2020

- Established a 95% success rate in onboarding, developed programs for new hires, reaching the monthly organizational goal.
- Provided support to customers with mental health challenges, exhibiting problem-solving and excellent communication skills.
- Improved sales performance, demonstrating skills in promoting mental health clinic services, showcasing a profound understanding of client needs through feasibility studies, and effectively communicating the value of the offered services.



## EDUCATION

Completed coursework towards **Bachelor of Science in Nursing**  
Central Philippine Adventist College



## CERTIFICATIONS

Certified UX Designer | General Assembly User Experience Design Program



## WEBSITE, PORTFOLIO AND PROFILES

<http://www.linkedin.com/in/francisgolez>

<http://www.francisgolez.com>