



JASMIN JOY FRANCIA

UX DESIGNER

- 757-839-4827
- jasminjoy@gmail.com
- jasminjoyfrancia.com
- jasmin-joy-francia

PROFESSIONAL SUMMARY

As a UX Designer with experience in mental health, administration, and marketing, I focus on creating accessible and empathetic designs that resonate with users. I aim to contribute to a team where empathy and innovation drive impactful user experiences.

WORK EXPERIENCE

Marketing & Outreach Coordinator

Mind Therapy Clinic, Corte Madera, CA Sep. 2023-present

- Actively engages with clinic referrers to schedule presentations, nurture relationships, and boost referrals and partnerships.
- Monitors and analyzes engagement metrics, website performance, and lead generation to enhance outreach strategies and online presence.
- Contribute to a website redesign project aimed at enhancing engagement with potential referrals and clients.

Clinical Office Administrator

Mind Therapy Clinic, Corte Madera, CA Sep. 2019- Sep. 2023

- Developed and monitored an effective patient flow and satisfaction system.
- Established and maintained efficient communication systems across clinic areas.
- Managed daily office operations to ensure a positive patient experience.

Parish Secretary

Holy Spirit Catholic Church, VA Beach, VA Nov 2015 - Jun 2019

- Created and maintained an organized, hospitable, productive and effective atmosphere assuring a good "first impression" for all parishioners and guests.
- Oversaw the scheduling of Priest's schedule and Mass intentions, the parish facility usage calendar, and the Parish bulletin.
- Provided leadership and support of the Parish operations and managed office volunteers.

Quality Assurance Specialist

Gold Key Resorts, VA Beach, VA Apr 2010 - Jun 2014

- Administered all booking and pre-arrival confirmation calls.
- Collaborated with the team to surpass the budgeted show rate, reducing guest cancellations and minimizing non-qualified arrivals through the confirmation process.

Guest Services Assistant

Aloft Hotels, Chesapeake, VA Aug 2009 - Nov 2010

- Attended to guest inquiries, managed incoming calls, and effectively resolved complaints.
- Documented and addressed guest feedback, escalating critical matters when required.
- Upheld cleanliness standards and ensured adequate supplies for public areas and the lobby.

TOOLS

- Google Suite
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Creative Cloud

SKILLS

- UX Design
- User Research
- Graphic Design
- Usability Testing
- Typography
- Wire framing
- Prototyping
- Personas
- Visual Design
- User Journeys
- StoryBoards

EDUCATION

Google

UX Design Professional Certificate
2024

Atlantic University

VA Beach, VA
Masters in Transpersonal Psychology
Specialization: Creativity
2015-2018