

# Franky Ly

## UI/UX Designer

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Portfolio: <https://www.frankyly.com>

## Education

### University of California, Berkeley

B.A. Cognitive Science

Berkeley Certificate in Design Innovation  
Class of 2025

## Skillset

- UX Design
- UI Design
- Product Design
- Product Management
- Web Development
- Wireframing
- Market Analysis

## Tools

- CSS
- HTML
- JavaScript
- Figma
- Photoshop
- Python
- Java
- Illustrator

## Coursework

- Design Methodology
- The Foundations of Data Science
- Web Design Decal
- Human Centered Design Decal
- Basic Issues in Cognition
- Sensemaking and Organizing
- Industrial Design and Human Factors

## Leadership Activities

- Project Manager, UX at Berkeley
- Intro to Illustrator & Photoshop Course Instructor, UC Berkeley

## Interests

- Playing JRPGs
- Music blogging
- Making matcha
- Model photography
- Noodle connoisseur
- Game development

## Professional Experience

### Alana

San Ramon, CA

Lead UI/UX Designer

02/2024 - Present

- Leading a team of 5 designers to navigate conceptualizing and executing a comprehensive brand refresh and app redesign project aimed at expanding Alana's market reach to younger consumers
- Communicating and arranging meetings with Alana's CEO to present research and design deliverables, spearheading company needs and receive constructive input.

### GBCS Group

Berkeley, CA

UI/UX Design Intern

02/2024 - Present

- Designing in the SkyIT Services subbranch to implement 3D visual assets onto aircraft and fleet-oriented interfaces and products.
- Cooperating with other UI/UX designers through weekly collaborative design meetings to ideate and prototype visual ideas.

### Skyportal

Berkeley, CA

Lead UI/UX Designer

10/2023 - 01/2024

- Guided a team of 4 designers in revamping Skyportal's user interface architecture to improve accessibility and user-friendliness for astronomy datasets.
- Presented Figma prototypes to head developers and astronomy professors through biweekly meetings to ensure high product experience.
- Delegated research analysis and design tasks to team designers to gain user insights, organize existing tabs and user flow and introduce new UI features.

### Hyphenova Network

Berkeley, CA

UI/UX Design Intern

09/2023 - 01/2024

- Conducted market analysis across 20+ influencer programs to identify ideal user goals and experiences.
- Constructed prototypes and mockups to craft intuitive landing pages defined by found user needs.
- Designed responsive web interfaces that appeal to student demographics based on user research.

### Game Design & Development at Berkeley

Berkeley, CA

Lead UI/UX Designer

09/2023 to 10/2023

- Guided and conceptualized a team of 4 designers for the modernization Game Design and Development @ Berkeley's web UI based on client meetings and competitive analysis on gaming sites
- Delivered Figma mockups and wireframes adapting to client style and accessibility guidelines of a minimalistic yet visually exciting interface.