

# FRANCISCO VIVAR

ART DIRECTION // UX  
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## EDUCATION

Parsons The New School for Design // BFA Communication Design

## WORK EXPERIENCE

Freelance Designer

// March 2023 - Present

Wheels Up

// March 2021 - March 2023

Senior Digital Designer (UX Lead) – Led the optimization of the Wheels Up digital experience during the pivotal IPO period, incorporated user research and A/B testing to enhance member communication and drive demand. Championed accessible design and brand consistency across touchpoints, contributing to the company's successful launch. Collaborated cross-functionally to deliver a seamless user experience.

Bloomingdale's

// May 2017 - June 2020

Digital Designer (UX Focus) – Championed UX initiatives for Bloomingdale's Men's, Kids, and Home departments, optimizing the digital shopping journey through user research, information architecture improvements, and interface enhancements. Ensured brand consistency across campaigns, collaborating cross-functionally to deliver a seamless user experience. Mentored junior designers, integrating UX best practices into their work. As lead designer on the "Kids Back to School" campaign, redesigned product discovery for an increase in sales compared to the previous quarter.

West Elm

// April 2015 - May 2017

Jr. Digital Designer (UX) – Executed comprehensive e-commerce design strategies for west elm, fostering brand recognition through email marketing, UX optimization, and impactful seasonal campaigns.

Major League Baseball

// February 2013 - June 2014

Design Services – Partnered with Sr. Art Directors, executing key production responsibilities including mechanical file creation, style guide development, and visual audits. Led the design and production of high-visibility All-Star Game and World Series creative.

**User Experience:** User Research, Information Architecture, Prototyping, Usability Testing, Accessibility (WCAG)

**Art Direction:** Brand Identity, Campaigns, Digital Creative

**Collaboration:** Cross-functional Teams, Stakeholder Management and Mentorship

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