


Franceline Caye

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Fran Caye 



11.01.1990
Double Citizenship
(Brazil + Italy)

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SKILLS

I am a designer by heart with a sharp eye for visual and extensive multidisciplinary experience. I've spent the last 10 years working on the creative market, bringing inspiring ideas to life, always watching carefully to function, simplicity, quality, beauty, and sustainability.

Currently, I am working as a freelancer UI / UX designer, but you'll often find me participating in a variety of cross-disciplinary activities, I enjoy changing roles and I've learned that by doing so I get a wide understanding across different scenarios.

What drives me is to develop bold ideas that go beyond the limits of traditional and digital, and beyond artwork and advertising.

Visual Designer & Art Director

- High-quality production of visual designs across different media and platforms, from concept to delivery
- High level of expertise in corporate design, typography, layout, and color skills
- Experience creating design systems, as well as customer journey and user flows
- Production of both rapid and high fidelity prototypes to describe the behavior of concepts
- Demonstrable skills in illustration, information visualization and iconography
- Production of design specifications, storyboards and scenarios

Design Thinker & Strategist

- +9 years of experience in creating and bringing products and services to the Market
- Able to translate client business requirements, user needs, and technical capabilities into designs that are visually exciting, easy to use, and emotionally engaging
- Ability to successfully communicate conceptual ideas, both verbally and visually
- Expertise in collaborating with interdisciplinary teams that includes other designers, creative leads, project managers, business strategists, and developers
- Analytical approach to creative problem-solving and coordination ability
- Ability to be self-sufficient, with a strong sense of ownership
- Excellent time management skills and results driven mindset
- Maker mindset with the ability to multitask

August 2013 – Present

FREELANCER

VISUAL DESIGNER, UI & UX, ART DIRECTOR AND ILLUSTRATOR

Since I started my career I've been keeping my freelancer activities, I enjoy a lot the freshness of new ideas & projects. My primary aim as a freelancer is to make the abstract real, transforming what begins as an idea into a tangible product or service. Some of my clients are: Everis, World Food Programme, Impact Hub and UnternimmDich. At some companies I was invited to work as an inhouse freelance designer, please check some of the highlights - Zeiss Medited aG, Hubert Burda Media, and European Patente Office - on the following pages.

April 2019 – October 2019

CARL ZEISS MEDITEC AG

[Freelancer] USER INTERFACE DESIGNER

Being part of ZUI [Zeiss UI] team, I had the privilege of working on the “facelift” project. Our main goal was to standardized Zeiss’s visual design language, by incorporating their own unique design system

- I was the project lead of FORUM Family facelift, designing its main application (internally called Lehel) and it’s main plugins
- One of the main tasks of the ZUI team was also to develop the Design System itself, so one of my main daily goals was to create this collection of repeatable components and a set of standards guiding rules

May 2018 – September 2018

HUBERT BURDA MEDIA | Burda Bootcamp

[Freelancer] VISUAL DESIGNER, ART DIRECTOR & EVENT DESIGNER

I had the honor to bring FitTech Summit to the market, being responsible for the Corporate Identity and the creation of all visual materials. FTS 2018 was Europe’s first conference on fitness, innovation, health and lifestyle. Some of my tasks were:

- Corporate Identity creation and implementation. Taking responsibility for the event design, arranging the interior design, location signs, sound design and motion design
- Responsible for all the visual design materials across all media, from print to web [posters, flyers, pitch deck presentation, banners, website, social media strategy and posts, etc]

November 2016 – July 2017

FUJITSU EST

VISUAL DESIGNER, UI & UX

At Fujitsu EST I was the designer behind two projects: RunMyProcess and Cloud Service PICCO.

- My daily tasks included creating Visual Materials [posters, infographics, social media posts, flyers and case studies documentation]. Also create customer journeys, flowcharts, wireframes, mock-ups and prototypes
- I worked closely with a variety of multiple UX disciplines as well as with engineers, developers and product management throughout the entire design process: research, benchmarking, concept, UI/UX audit, design, prototyping, specifications, guidelines and testing

July 2016 – November 2016

EUROPEAN PATENT OFFICE

[Freelancer] UI & UX DESIGNER

Working in a fast paced environmentl, I was part of the „eDossier Project“ that had the goal of moving from a paper-based administrative workflow to a fully digital workflow [professional web-based application]. We were focused on designing internal tools for very specialized users, designing for accessibility was key.

- My main focus was to deliver design both at concept and go-to-market level, through prototyping, information architecture, data visualization, systems thinking and front-end design. Material Design as the visual language

February 2017 – December 2017

LIA LIFE ATELIER

CO-FOUNDER; STRATEGIC, VISUAL AND EVENTS DESIGNER

October 2015 – July 2016

GAMBOL DESIGN

CO-FOUNDER; ART DIRECTOR & VISUAL DESIGNER (UI & UX)

PROFESSIONAL EXPERIENCE IN BRAZIL

July 2011 – July 2013

LOOP CRIAÇÃO

CO-FOUNDER & CREATIVE DIRECTOR

Loop was a Sensory branding experiment that I started during my university time. Our aim was not only taking care of the corporate identity and interior design of our clients but to provide special experiences by stimulating human's senses.

November 2012 – August 2013

VISUAL DESIGNER & MARKETING CONSULTANT

Jolima, Corporate Education focused on Resilience

- Creation of graphic (print and web) materials
- Market research & report on new opportunities
- Organizing events and courses (B2C)

July 2009 – June 2010

GRAPHIC DESIGNER AND EVENTS ORGANIZER

Hall of Passo Fundo, RS (Internship)

- Graphic Design and Events Organizer
- Report on new opportunities

February 2012 – December 2012

VISUAL DESIGNER & MARKETING ASSISTANT

PowerSelf, Time Management and Efficiency training

- Creation of graphic (print and web) materials
- Social Media Management
- Market research & report of new opportunities
- Organizing events and courses (B2B and B2C)

November 2008 – July 2009

GRAPHIC DESIGNER

Folha da Produção – Newspaper (Internship)

- Creating and selling advertisements
- Layout implementation & Graphic Design
- Newspaper typesetting

June 2010 – July 2011

GRAPHIC / WEB DESIGNER

O2 Comunicação – Digital Agency

- Graphic and Web Design
- Social Media Management
- Work directly with developers and project managers

EDUCATION

January 2012 – December 2013

POST-DEGREE | Marketing and Communication

Superior School of Advertising and Marketing - ESPM (Brazil)

January 2008 – December 2012

DEGREE | Social Communication - Empowerment in Advertising

University of Passo Fundo - UPF (Brazil)

OTHER SKILLS

- Course participant of the Design Thinking Lab (Stanford University)
- Student of the Creative Process with Charles Watson
- Domain of Adobe Package (Illustrator, Photoshop and InDesign are my most used tools)
- Expert proficiency with Sketch and other design tools like Invision, Zeplin, Principle etc. Basic css / html knowledge
- Volunteer at Munich Creative Mornings and at Isha Foundation
- Portuguese: Native / English: C1 / Spanish: B2 / German: B1

- Hobbies: Art, illustration, [real] innovation, biomimetics, education process, „off the grid“ lifestyle, poetry, [veg] cooking, picnics, cartoons, gardening, ski, malabars, slackline, aerial silks, yoga, meditation, zen, and music. Currently learning the Ukulele. When in Brazil, surfing.