

FRIDA BLEU FORTIER

EXPERIENCE

Design Research Intern

(10/2023 - Present)

LivaNova PLC, London

- Perform user research through survey conduction and user testing to uncover the goals and needs of our users
- Evaluate qualitative and quantitative data sets in Excel
- Visualize insights into graphs and graphics and develop presentation decks to effectively communicate insights
- Present thoughtfully constructed and cohesive findings and innovative design solutions to stakeholders and executives to drive future product development

Design Intern

(05/2023 - 08/2023)

Cynthia Rowley, New York

- Assisted designers with sketching, creating CAD models, and taking measurements
- Created graphics and website hero images
- Conducted consumer research by tracking online shopping habits and trends to find user experience needs and gaps
- Performed competitive research and found actionable items to improve the user experience when online shopping
- Identified inefficiencies in the website and strategically rewrote content to be more engaging and clear for consumers

Marketing & Design Intern

(12/2020 - 5/2021)

True North Grant Consulting

- Developed user experience of website from start to finish
- Designed site content and user interface elements based off user needs and business goals
- Helped launch business through brand language development and logo creation
- Drive business through initial social media content

CAMPUS EXPERIENCE

Creative Team Lead

(02/2021 - 09/2023)

Golden Magazine

- Managed social media account for student led fashion magazine and helped with creative production of magazine

Business of Fashion Club

(09/2020 - Present)

Member

- Unites students interested in careers in fashion, beauty, and retail

EDUCATION

Product Design BS, Minor UX/UI

University of Minnesota, Twin Cities

College of Design

2020 - 2024

Academic Achievements

Portfolio Review

Competed against over 140 students and was awarded one of the 25 product design program spots

Deans List

2021, 2022, 2023

SKILLS

Product Design Digital and Physical Sketching, Prototyping, User Testing, Creative Problem Solving, Communication, 3D Modeling, Wireframes and Mockups, User Centered Design Thinking, Storyboards

Research User and Market Research, Trend Research, Interviews, Survey Conduction, Analyzing and Communicating Results, User Flows, Persona Development

Softwares Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Solidworks, Powerpoint, Excel

CONTACT

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