

# frances steere

## Product Design & UX Research

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### Education

#### Princeton University

AB Architecture

Cum Laude

Departmental Thesis Award

### Skills

#### Product Design:

Figma | Adobe Illustrator, Photoshop,  
InDesign | User-Centred Design  
Wireframing & Hi-Fidelity Mockups  
Prototyping | Design System Development  
Wordpress CMS | Webflow | HTML | CSS  
JavaScript | Processing.org

#### User Experience Research:

**Qualitative:** Needfinding interviews,  
competitor analyses, case studies,  
questionnaires, literature review.

**Quantitative:** A/B testing, analytics,  
surveys, usability metrics, heatmaps,  
search-log analysis, card sorting.

#### Project Management:

Donor Relationship Management | Grant  
Applications | Crowd Funding | Team  
Workflow Structuring | Editing | Microsoft  
& Google Suite | Mac OS & Windows

#### Architectural & Prototyping Skills:

Drafting | 3D Modelling | Pointcloud  
Photogrammetry | Rhino 3DM  
Grasshopper | Fusion | Sketchup | 123D  
Make | Blender | AutoCad | Recap  
Moulding | Casting | Milling  
3D Printing | Laser Cutting

### Online Courses:

**Coursera:** Google UX Certificate

**Udemy:** Fullstack Web Dev Bootcamp

**Domestika:** Mark Porter Digital  
& Editorial Design Systems

### Languages:

English (first language)

Afrikaans (second language)

Dutch, French, Zulu, Norwegian (learning)

### Misc:

Nassau Literary Review:

Princeton's oldest literary magazine

Design Editor 2015

### Product Design, UX Research, & Editing

June 2020- Present **Product Designer, Founder, Co-Editor: *Strange Matters Magazine*, NY**

- Conceptualized and founded intellectual and literary magazine *Strange Matters*, drafting and ratifying business plans, operating agreements, and strategy.
- Coordinated budget, print, and fulfilment capabilities for four issues.
- Strategized and executed all visual and written materials for a successful IndieGogo crowdfunder campaign, earning the magazine \$30,000.
- Led qualitative research (need finding interviews, competitor analyses) to define and develop the product.
- Led quantitative research (analytics, A/B testing, surveys) to assist decision-making on core product items; including name, pricing, & subscription tiers.
- Mapped user needs (user journey mapping, user stories, JTBD)
- Sketched, wireframed, and created high fidelity mock-ups (UI design)
- Created tech-stack, executing all back-end coding & CMS customization
- Prototyped & user tested website in preparation for general release
- Developed design system across web and print
- Creation of all digital media for website, social media, advertising, and podcast appearances.

May 2024 **Freelance Product Designer, Mythical Studio, UK**

- Designed 4 screens for an AI start-up in the UK (covered by an NDA)
- Designed branding elements to assist in securing next round of seed funding

June 2021- Present **Academic Research Editor, Cambridge Proofreading, US/Int.**

- Subject matter expert: Building Technology, Design Research
- Structural and line edits for a variety of international government and academic clients, editing qualitative and quantitative research such as white papers for national regulatory bodies in Europe, dissertations on building energy modelling, qualitative and theoretical studies, as well as quantitative policy studies.
  - Consistent 5 star ratings

May 2019 - Sept 2020 **Research Specialist II, Princeton University, US**

- Prof. Meggers' Lab, Andlinger Center for Energy and the Environment
- Researched radiant thermal sensing for passive and active building heating and cooling systems.
  - Developed two novel mean radiant temperature sensors (CUBE & SMART Sensor) in a team of three.
  - Edited and refined the majority of the lab's papers for submission to reputable international building technology journals and conferences.

Sept 2018 - May 2019 **Technical Assistant, Princeton University, US**

- Prof. Megger's Lab, Andlinger Center for Energy and the Environment
- Prototyping and precision fabrication engineering including 3D modelling & printing, milling, & manufacturing engineering.
  - Developed successive iterations of a Mean Radiant Temperature sensor, its 2-axis rotaty mechanism, and encasing.

Summer 2018 **Research Assistant, Princeton University, US**

- Prof. Mario Gandelsonas
- Image and text based bibliographic research relating to the Agrest Gandelsonas joint practice spanning 30 years of academic research and design in preparation for the publication of a monograph.