

FRANCESCA SOCOLICK

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EXPERIENCE



**SENIOR MANAGER,
PRODUCT OWNER**
10/ 2018-Present

GIRL SCOUTS OF THE USA, NEW YORK, NY

Provide customer and business context to the development team and ensuring the team delivers against scope and time commitments. **Collaborate** with business leads to develop the business case for digital products and services. **Interpret** performance analytics and user insights to develop and improve digital products and services. **Define** and communicate product roadmap of multiple online products with executive leadership team and business partners. **Manage** user research and customer focus groups to guide overall strategy and decision

**LEARNING
CONSULTANT**
5/ 2017 – 10/ 2018

GIRL SCOUTS OF THE USA, NEW YORK, NY

Created and executed strategy for enterprise-level online learning service for 200,000+ adult volunteers. **Coached** team of 15 'subject matter experts' thru an iterative curriculum development process. **Formalized** project plan, business requirements, and Request for Proposal (RFP). **Produced** customer insights via personas, journey maps, and data analysis. **Supervised** junior-level instructional designer

**SENIOR ACADEMIC
TECHNOLOGIST**
4/ 2015 – 5/ 2017

NYU STEINHARDT, NEW YORK, NY

Designed and facilitated school-wide faculty professional development program for educational technology. **Co-chaired** University level instructional designers' group in coordination with the Provost Office. **Negotiated** with leadership and vendors regarding hardware and software purchases. **Led** the discovery, design and implementation process for various technology-administrative projects.

**SENIOR E-LEARNING
SPECIALIST**
4/2013-4/2015

NEW YORK UNIVERISTY: INFORMATION TECHNOLOGY SERVICES, NEW YORK, NY

Managed service delivery for enterprise-level LMS platform for community of 70,000. **Administered** support mentorship program with Service Desk to reduce escalated issues by 1/3. **Enhanced** quality of service provided by 3rd party vendors/ service providers. **Tracked** and reported on metrics related to service performance and support provided. **Negotiated** Service Level Agreements in accordance with the agreed service level targets

**ACADEMIC
TECHNOLOGY
SPECIALIST**
10/2011-4/2013

NEW YORK UNIVERISTY: INFORMATION TECHNOLOGY SERVICES, NEW YORK, NY

Strategized end user support for enterprise-level platform transition (Blackboard to Sakai). **Strengthened** support strategy at both the local and global level across 14 schools/units. **Trained** faculty on 'best practice' recommendations for using a learning management system. **Facilitated** over thirty usability (UX) sessions: conducted tests and synthesized data. **Provided** support services for face-to-face, blended, and fully online courses across NYU

**USER EXPERIENCE
DESIGNER**
2/2010-10/2011

TEACHERS COLLEGE, COLUMBIA UNIVERSITY OFFICE OF THE WEB, NEW YORK, NY

Initiated and led user experience initiative for institutional redesign of website (www.tc.edu). **Facilitated** focus groups, school-wide survey, in-person usability tests, heuristic analysis. **Designed** and mapped process flow documentation & wireframes for developers

EDUCATION



MASTER OF ARTS
2011

COLUMBIA UNIVERSITY
Instructional Technology & Media

BACHELOR OF ARTS
2007

CITY UNIVERSITY OF NEW YORK
Psychology, Summa Cum Laude

SKILLS



UX Design
Instructional Design
Agile Methodologies
Project Management
HTML/CSS
JavaScript

CERTIFICATIONS



CODE LOUISVILLE: FRONT END WEB DEVELOPMENT
EXPECTED JULY 2019

CERTIFIED PRODUCT OWNER, SCRUM ALLIANCE
FEBUARY 2019

ITIL v3 FOUNDATION
AUGUST 2012