

# FRANCESCA FERRARIO

## ABOUT ME

Project Manager and UX Designer experienced in leading generative AI projects and designing intuitive user experiences. Skilled in prompt engineering, model evaluation, and linguistic analysis to refine multimodal AI outputs and conversational experiences. Applies UX and research-driven thinking to solve usability challenges and improve human-machine interactions.

## CONTACT

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📍 Vancouver, BC

## EDUCATION

### University of Waterloo

Master's Degree, 2025

- Digital Experience Innovation

### Simon Fraser University

Bachelor of Arts, 2019

- Linguistics (Major)
- Psychology (Extended Minor)

## CERTIFICATES

### User Experience Design

Google, 2023

### Linguistics of Speech Science

Simon Fraser University, 2019

## SKILLS

- Project & Team Management
- Stakeholder Communication
- Prompt Engineering
- AI-Generated Media Analysis
- LLM Fine-Tuning
- Natural Language Understanding
- Linguistic Analysis, Data Annotation, Localization
- Qualitative & Quantitative Data Analysis
- UX Research (Participant Testing, Usability Studies)
- UX & UI Design
- Prototyping (Figma, Adobe XD)
- Accessibility & Inclusive Design
- **Languages:** English, Italian

## WORK EXPERIENCE

### Project Manager

Meta (via TEKsystems)

March 2025 - Present

- Managed end-to-end AI evaluation and training projects across multiple engagements to improve multimodal generative outputs (text, image, and video).
- Led a cross-functional team of 70 prompt engineers and data annotators, overseeing hiring interviews, onboarding, training on technical workflows, and quality assurance.
- Collaborated with ML engineers, data scientists, and product designers to translate complex requirements into actionable work streams for the team.
- Developed labeling guidelines and optimized annotation workflows, team operations, and QA processes to meet production goals.
- Analyzed AI outputs across modalities and delivered detailed model performance reports, providing insights to support decision-making and improve output quality.

### Linguistic & Prompt Engineer

Meta (via TEKsystems)

May 2024 - March 2025

- Conducted prompt engineering, model A/B testing, and data annotation to improve Meta AI and AI Studio conversational experiences.
- Developed and optimized multilingual and multimodal prompts, applying linguistic analysis to improve clarity, coherence, tone, and instruction adherence.
- Evaluated AI-generated text for linguistic and factual accuracy to improve user safety, reduce risk, and enhance response quality.

### UX Designer

Farm-to-Plate Marketplace

April 2023 - Present

- Designed user-centered interfaces aligned with the organization's brand and the needs of target users.
- Conducted user research to identify pain points and improve navigation, usability, and the overall user experience across websites and user-facing platforms.
- Collaborated with a cross-functional team, including stakeholders, developers, and content contributors, throughout the design and implementation process.

### Language Data Analyst

DataForce

January 2024 - May 2024

- Analyzed AI-generated outputs to improve model performance and quality.
- Conducted language data classification, labeling, and entry.
- Tracked, analyzed, and reported linguistic issues, ensuring adherence to company guidelines for accuracy and efficiency.

### Quality Assurance Linguistic Tester

DATAmundi

June 2022 - January 2024

- Performed UI and linguistic testing of localized software and documents.
- Verified the display, usability, and functionality of localized assets to ensure a consistent layout and interface.
- Worked collaboratively in a team to follow test plans with client-specific requirements such as design, terminology, and accessibility features.