



Frances Karandy  
Design Researcher, Yahoo!  
Bentley '05, MBA, MSHFD

## How Bentley turned Frances's passion for design into the business of life.

With a fine arts degree in design and a decade of sales and marketing under her belt, Frances Karandy wanted to integrate her creative side with her business side. So she went to Bentley. As a dual-degree student at the McCallum Graduate School of Business, Frances gained broad strategy and leadership skills in her MBA program as well as hands-on experience through her MS in Human Factors in Information Design. The technology resources at Bentley, such as the Design & Usability Center, gave Frances a powerful edge in the job market. Today as a design researcher for Yahoo!, she's using both her creative and analytical skills to pursue her passion in the world of business... and to succeed in the business of life.



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