

SUMMARY

Product Design leader with 15+ years of end-to-end ownership across logistics, telecom, and finance. Designs systems, flows, and foundational frameworks that teams build on, with a growing focus on responsible, agentic and human-in-the-loop AI systems becomes central to product experiences.

PROFESSIONAL EXPERIENCE

Amdocs Studio (creative agency) | Lead UX & Product Designer

2021-2025 (4 years FTE)

Full-time Employee | San Francisco, CA

Lead UX Designer at Amdocs Studio, a boutique creative division within Amdocs Inc., engaged across diverse client partnerships in logistics, telecom, and finance. Each project below represents a distinct client engagement, ranging from short strategic initiatives to longer-term product ownership.

FedEx | Lead UX & Product Designer

18-month engagement / 2023-25

Parcel Management System | Frisco, TX (remote)

Led product design for the Parcel Management platform, defining information architecture and core system features used across 100+ hotels, convention centers, and universities handling 2M+ packages annually.

- Conducted field research and led ambassador sessions with operations staff and facility leads across Las Vegas, Chicago, and New York to surface user needs and validate design decisions against real-world workflows.
- Identified and delivered 18 platform improvements targeting key operational gaps including automated fee calculations, step-by-step parcel history tracking, and digital notes for cross-team communication, replacing manual and disconnected processes across high-volume facilities.
- Designed and delivered a new charge slip with a fee summary tool, replacing a manual billing process that improved accuracy and boosted operational confidence by over 30%.
- Designed features and interaction patterns adopted across FedEx's shipping and print platforms, extending consistent UX conventions across the FedEx ecosystem.

T-mobile | Lead UX Designer

6-week engagement / 2025

AI Experience Strategy & Framework Design | Chicago, IL (remote)

Engaged by T-Mobile leadership to lead a 6-week AI UX exploration with a cross-functional team of 11 designers, defining boundaries for AI features across users with significantly different needs and contexts.

- Defined an agentic AI behavior framework across user personas and task criticality, giving design teams a consistent foundation for building AI-supported experiences.
- Conceptualized 11 AI-driven capabilities paired with a service blueprint to guide design teams on persona-specific AI behavior and more predictable operational experiences.
- Co-delivered a UX recommendations deck to T-Mobile leadership outlining agentic and prompt-based improvements to their native chat experience and a roadmap of forward-looking AI capabilities.

Amazon | Senior Product Designer

6-month engagement / 2024

AWS HealthOmics | Seattle, WA (remote)

Led UX design for the Annotation and Variant Store workflows on AWS HealthOmics, partnering with engineers and genomics specialists to translate complex file type logic and schema configurations into clear, navigable experiences for clinical, drug discovery, and agricultural research users.

- Partnered with engineers and genomics specialists to understand file type dependencies across TSV, VCF, and JSON schema imports, translating that complexity into workflows that allowed researchers to make annotation and chromosome mapping decisions with confidence.
- Quickly onboarded with AWS Polaris, applying the design system to ensure HealthOmics workflows met platform consistency standards across the Variant and Annotation Store workflow design updates.

frank@fbdesign.org | fbdesign.org | [LinkedIn](#) | Fairfax, CA

Cisco | Senior UX Designer

2 month engagement / 2023

Cisco Learning Platform | San Jose, CA (remote)

Assessed the Cisco.com learning ecosystem ahead of the Cisco U. launch, identifying fragmented course content across disconnected systems with no clear navigation path from search to enrollment. Led navigation restructuring recommendations and contributed to a hot fix assessment presented to Cisco stakeholders.

- Recommended restructuring Cisco.com's primary nav from a content-type model to one based on user intent, addressing a disconnect between how users searched for training content and where the site was sending them.
- Contributed a prioritized hot fix assessment covering nine navigation and UX issues for immediate remediation ahead of launch.

Globe Telecom | High-Fidelity Prototype

4 week engagement / 2023

Internal sales pitch | Taguig City, Philippines (remote)

Led internal rapid-prototype initiatives producing concept prototypes for an international executive presentation.

- Assessed the Cisco.com learning ecosystem ahead of the Cisco U. launch, identifying fragmented course content across disconnected systems with no clear navigation path from search to enrollment. Led navigation restructuring recommendations and contributed to a hot fix assessment presented to Cisco stakeholders in Philippines.
- Built and deployed multi-device ProtoPie prototypes, coordinating with international teams to deliver high-impact presentations on-site that drove stakeholder buy-in and positioned the concept as a leading direction.

JPMorgan Chase (digital products) | Senior UI/UX Designer

2011-2021 (9 Years FTE)

Full-time Employee | San Francisco, CA

Worked 9 years with Chase where I led UX design across Chase.com's Pay & Transfer ecosystem, shaping 11+ transaction workflows on a platform processing 50M monthly transactions. Contributed to foundational systems that enabled Chase's first responsive payments experience at scale.

Chase.com Online Payments

- Unified 11 fragmented payment workflows (Bill Pay, P2P, Transfers, Activity) into a scalable system that became the foundation for Chase's responsive payments platform, standardizing 14 products and contributing to a 30% increase in transaction volume.
- Co-created a foundational component and pattern library for Chase's secure platform while driving alignment with senior leadership through high-stakes design reviews, influencing product direction and advancing solutions through critique and iteration

Chase.com Customer Service Site

- Designed responsive, editorial-style layouts for JPMC.com, establishing a flexible content framework that modernized corporate storytelling and supported scalable content delivery

JPMC.com Corporate Site

- Designed responsive, editorial-style layouts for JPMC.com, establishing a flexible content framework that modernized corporate storytelling and supported scalable content delivery

SKILLS & TOOLS

Journey Mapping • Service Blueprinting • User Research • Prototyping • Interaction Design • Design Systems
Figma • Miro • FigJam • Pitch • Notion • ProtoPie • Procreate • Cursor

EDUCATION

Ringling School of Art & Design — Graphic Design / Illustration

Sarasota, FL