



FRANK BARNHARDT | PRODUCT DESIGN LEADER

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SUMMARY

Product Design leader with 15+ years of end-to-end ownership across logistics, telecom, and finance. Specializes in designing systems, flows, and foundational frameworks that cross-functional teams build on. Leads product definition from stakeholder workshops to working prototypes. Currently leveraging AI tools including Cursor to aid in improvements around every part of my workflow such as rapid builds, automated research pipelines, and human-in-the-loop agentic systems.

PROFESSIONAL EXPERIENCE

Amdocs Studio | Lead UX & Product Designer

Full-time Employee | San Francisco, CA | 2021-2025 (4 years)

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

FedEx | Parcel Management | Lead UX & Product Designer

18-month engagement | Remote (Frisco, TX) | 2023-2025

- Led product design for a Parcel Management platform serving 100+ hotels, convention centers, and universities processing 2M+ packages annually, defining information architecture and core system features from the ground up.
- Conducted field research and 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.
- 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 a charge slip with an integrated fee summary tool, replacing a manual billing process and improving accuracy and operational confidence by 30%.
- Extended features and interaction patterns to FedEx's shipping and print platforms, establishing consistent UX conventions across the broader ecosystem.

T-mobile | AI Experience Strategy & Framework | Lead UX Designer

6 - week engagement | Remote (Chicago, IL) | 2025

- Led 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, providing 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 the native chat experience and a roadmap of forward-looking AI capabilities.

Amazon | AWS HealthOmics | Senior Product Designer

6 - month engagement | Remote (Seattle, WA) | 2024

- 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.
- Mapped file type dependencies across TSV, VCF, and JSON schema imports, translating that complexity into workflows that enabled researchers to make annotation and chromosome mapping decisions with confidence.
- Applied the AWS Polaris design system to ensure HealthOmics workflows met platform consistency standards across all Variant and Annotation Store workflow updates.



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PROFESSIONAL EXPERIENCE (CON'T)

Cisco | Learning Platform | Senior UX Designer

8 - week engagement | Remote (San Jose, CA) | 2023

- 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.
- Recommended restructuring Cisco.com's primary navigation 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 directed them.
- Delivered 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 | Remote (Taguig City, Philippines) | 2022

- Led a rapid-prototype initiative producing high-fidelity concept prototypes for an international executive presentation.
- Built and deployed multi-device ProtoPie prototypes in coordination with international teams, delivering high-impact on-site presentations that drove stakeholder buy-in and positioned the concept as the leading direction.

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

Full-time employee | San Francisco, CA | 2011-2021 (9 Years)

- Led UX design across Chase.com's Pay & Transfer ecosystem, unifying 11 fragmented payment workflows—Bill Pay, P2P, Transfers, and 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, establishing design conventions adopted across the organization.
- Drove alignment with senior leadership through high-stakes design reviews, influencing product direction and advancing solutions through critique and iteration.
- Designed responsive, editorial-style layouts for Chase.com's Customer Service site and JPMC.com's corporate site, establishing flexible content frameworks that modernized storytelling and supported scalable content delivery.

SKILLS & TOOLS

Design & Strategy: Journey Mapping · Service Blueprinting · User Research · Interaction Design · Design Systems
Agentic UX · Human-in-the-Loop Design · 0→1 Workflow Design · Systems Architecture

Tools: Figma · Miro · FigJam · Notion · Pitch · Whimsical · Confluence · Jira · ProtoPie

AI & Build: Cursor · Lovable · Claude (AI & Code) · Runway · Midjourney

EDUCATION

Ringling School of Art & Design — Graphic Design / Illustration

Sarasota, FL

BAVC - Bay Area Video Coalition - UX / Web Design

San Francisco, CA

IDEO U - Storytelling for Influence

San Francisco, CA