

# BILL FRANZ

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## UX RESEARCH

I create actionable research that builds empathy, customer understanding, and consensus. I develop processes for my team and organization that make research scaleable, accessible, and reusable.

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## SKILLS

Qualitative User  
Research Stakeholder  
Interviews  
User Interviews  
Usability Testing  
Survey Design  
Contextual Inquiries  
Ethnography  
Journey Mapping  
Heuristic Evaluation  
Personas  
Storyboarding  
Prototyping  
Wireframes

## EDUCATION

**Master of Science**  
**Human Factors in**  
**Information Design**  
Bentley University  
May 2020

**Bachelor of Fine Arts**  
Academy of Art  
University  
Dec 2001

## EXPERIENCE

### ASSOCIATE UX DIRECTOR

**AXS - Los Angeles, CA**

**Apr 2019 – Present**

I lead the UX Design & Research team across major initiatives and products. Partnering with product and stakeholders, we define goals and craft the best customer solution. Processes I've developed encourage continual engagement and validation with stakeholders, clients, and customers.

- Client and customer research localizing the ticket on-sale experience for Japan music lotteries. Through a quantitative study with Japanese customers, I charted the journey of discovery, purchase, and fulfillment.
- Internal and client research to understand task management. This research lead to the development of a unified client b2b platform centered around data objects, tasks, and actions.
- Analysis on the ticket purchase experience for VIP and bundles. Research identified the primary drivers for ticket selection and grounded the new experience focusing on price, location, and features comparison.

### SR. USER EXPERIENCE DESIGNER

**AXS - Los Angeles, CA**

**Apr 2015 – Apr 2019**

Lead UX Design and Research on discovery, purchase, b2b, and mobile teams. I created sitemaps, personas, user journeys, wireframes, and prototypes to create a shared understanding within my team and company.

- Prototype research and design of the AXS Mobile Ticket Pedestal with Amazon One. Installed at the Red Rocks Amphitheater, this pedestal allows customers to scan their palm for ticketless event entry.
- Research onsite in the venue box office to understand common customer transactions and different tools needed. This lead to the update of a unified sales tool. In beta testing, sales transactions speed doubled.

## **SR. INFORMATION ARCHITECT**

**Gifts.com - Los Angeles, CA**

**Mar 2012 – Apr 2015**

Lead the responsive redesign for table, mobile, and desktop. I helped launch an in-house usability lab to gather feedback and validate design decisions.

- Lead the responsive redesign for mobile and tablet. I designed and ran qualitative user testing sessions which identified the main drivers for decision making. The updated design increasing conversion by 14%.
- Redesigned the Personality Profiler. Average time spent increased from 4 to 7 min as it became the highest converting search results page.

## **SR. INTERACTION DESIGNER**

**Green Dot Corporation - Pasadena, CA**

**May 2011 – Mar 2012**

Lead the UX Design and Research on desktop, mobile and tablet apps.

- Lead the research and design of new mobile app initiative creating personas, wireframes, and prototypes. Working together with the Loopt team, my designs became the basis of the GoBank mobile app.
- Lead the desktop site redesign. Research with stakeholders and customers provided an understanding of the common tasks customers engage in and mental modal of how concepts are related to one another. Research informed the new optimized navigation.

## **SR. USER INTERFACE DESIGNER**

**eHarmony - Santa Monica, CA**

**May 2008 – May 2011**

Created UX wireframes, prototypes, and UI Comps for new product features for web, mobile, and tablet.

- Lead UX and UI design on the tablet redesign. To highlight our value proposition, the design showcased interactive account sections from the customer profile, personality quiz and compatible matches.
- Created UX wireframes and UI designs for Compatible Partners and Jazzed partner sites.

## **SR. USER INTERFACE DESIGNER**

**MyLife.com - Santa Monica, CA**

**Jan 2006 – Mar 2008**

Designed UX wireframes and UI Comps for different product teams focused on social network and people search.