BILL FRANZ

UX RESEARCH

billfranz@gmail.com
www.billfranz.com

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.

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

PRINCIPAL UX RESEARCHER

SUN LIFE FINANCIAL - Boston, MA   **Aug 2022 – Present**

I work with clients and stakeholders to craft research that helps us understand our customers, identify pain points, and opportunities.

ASSOCIATE UX DIRECTOR

AXS - Los Angeles, CA   **Apr 2019 – Aug 2022**

I led 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 led 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**

Led 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 led 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

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

- Led 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

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

- Led 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.

- Led 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.

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.

- Led 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.

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.