

# Bill Franz

UX Designer and Information Architect

[billfranz.com](http://billfranz.com)

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## Experience

### AXS, Los Angeles

Sr. User Experience Designer (April 2015 to present)

- Building high fidelity prototypes to showcase future designs which allows stakeholders and usability testing participants to preview and vet these new features. By working with functional prototypes, we can quickly identify questions and issues that were not apparent during high level feature discussions. We identify and solve issues before significant design & development effort begins.
- Sketching new page designs and site flows that streamline current features and meet our users' needs.
- Critiquing B2C and B2B site flows and features, looking for opportunities to improve the current user experience.
- Facilitating usability research by preparing scripts & assets before testing and helping to moderate on the day of testing. Afterwards, we review the feedback and identify actionable changes we can make to improve the product.

### Gifts.com, Los Angeles

Sr. Information Architect (March 2012 to April 2015)

- Created site flows, wireframes & functional prototypes for early product definition
- Organized & moderate usability testing on new product features & mobile apps
- Lead design of new product features on desktop & mobile website

### Green Dot, Pasadena

Sr. Interaction Designer (May 2011 to March 2012)

- Created wireframes & site flows for new web & mobile products.
- Conducted Usability Testing for new website & mobile apps.
- Designed mockups for new iPhone, iPad, Android phone & Android tablet apps.

### eHarmony, Santa Monica

Sr. User Interface Designer (March 2008 to May 2011)

- Created wireframes & prototypes to clearly communicate new features.
- Designed compelling user interfaces for web, iPhone, iPad & Android.
- Gathered user feedback by conducting usability testing and tracking website analytics.
- Built out cross-browser compliant pages using HTML, CSS and Javascript.

### MyLife, Los Angeles

Sr. User Interface Designer (January 2006 to March 2008)

### ValueClick, Westlake Village

Sr. Web Designer (February 2005 to January 2006)

### Digital Imagination, Westlake Village

Multimedia Developer (December 2003 to February 2005)

### Aprisa, Westlake Village

Web Designer (February 2002 to October 2002)

## Specialties

Information Architecture  
User-Centric Design  
Design Leadership  
Usability Testing  
Agile Design

## Tools

Sketch  
Invision  
Axure  
Framer  
Principle  
Omnigraffle  
Balsamiq  
Photoshop

## Clients

Children's Hospital Los Angeles  
University of Southern California  
Lolay  
La Cañada Elementary  
La Cañada Teachers Association (LCTA)  
Orangutan Foundation International (OFI)  
Society for Free Radical Research International  
The Playground Live!  
Sidewinder Cycle  
Scentual Expressions  
Galt International  
Westhaven Designs  
GoldenWay Financial  
DHA Architects  
James Payne  
Raphael Herrise