

WILLIAM (BILL) FRANKS

UX/UI/GRAPHIC DESIGNER

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SUMMARY

Experienced UX/UI Designer with a strong background in visual design. Skilled in producing user-focused design solutions through creative problem-solving. Collaborates effectively with product owners, stakeholders, developers, and fellow designers to ensure seamless project execution. Proficient in utilizing Figma and Adobe Creative Suite to create visually stunning and user-friendly designs that enable users to effortlessly achieve their objectives.

EXPERIENCE

CONSULTANT - INTERACTION DESIGNER

Summit Consulting LLC. (12/2022 - Present)

- Supported the Federal Student Aid (FSA) design leads regarding user experience design and research expertise in the development and improvement of the completely redesigned 2024-25 & 2025-26 Free Application for Federal Student Aid (FAFSA) form, which impacts approximately 17.8 million students every year.
- Led the initiative to implement an internal 508 compliance process for over 30 existing digital documents by creating a word template that will be used internally as well as by vendors.
- Design lead for creating a new contributor invitation process for the 2026/27 version of the FAFSA form. This included producing mock-ups, participating in research, and iterating on initial designs for improvement.

CONSULTANT - INTERACTION DESIGNER

Quadrant Inc. (12/2021 - 7/2022)

- Supported the development of the FSA design system management (DSM) by tracking updates and illustrations.
- Completed 3-4 ad-hoc design projects including an agile illustration and a series of Public Service Loan Forgiveness (PSLF) banner ads.
- Key contributor in User Acceptance Testing (UAT) by reviewing product designs for design system compliance and creating JIRA tickets for issues when necessary.

SKILLS

User Experience Design
User Interface Design
Interaction Design
User Acceptance Testing
User Research
Task Analysis
Agile
Information Architecture
Personas
Journey Maps
Usability Testing
Wire Framing
Prototyping
Branding
Touch Screens Presentations

TOOLS

Figma
Axure
Sketch
Jira
Confluence
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat Pro
Adobe XD
Balsamiq
Email on Acid
MailChimp
Sublime
Keynote
Microsoft Office Suite
HTML / CSS

EXPERIENCE (Cont.)

INTERACTIVE DESIGNER

Sparkfire Branding (01/2018 - 08/2020)

- Developed marketing strategies and materials for top rated master-planned communities in real estate industry.
- Created email campaigns, banner ads, landing pages, print ads and social media graphics that increased customer acquisitions by 50%.
- Designed interactive touch screen presentations to assist with visualization of products in off-site sales centers.

CONSULTANT - PRODUCTION DESIGNER

The Boss Group (09/2017 - 12/2017 / 4-Month Contract Assignment)

- Produced 85% of the banner/print ads, social media graphics, infographics, signage and other marketing materials for the 2018 Consumer Electronics Show (CES® 2018).
- Applied communication and graphic design principles while using current versions of Adobe Creative Suite to develop print media visuals and interactive web-based visuals.

PRODUCTION DESIGNER

Ecendant Interactive (05/2012 - 05/2017)

- Developed marketing materials and strategies in a fast-paced advertising agency setting.
- Designed banner ads, landing pages and print ads.
- Specialized in creating 40% of the email marketing campaigns using MailChimp.
- Mentored 2-3 freelance designers during surge work that required additional designers.

EDUCATION:

University of Maryland at Baltimore County (UMBC)

- Bachelor of Arts: Visual Arts - Imaging and Digital Arts (1998)

CERTIFICATIONS:

Scruminc

- Registered Scrum Master (2024)

Career Foundry: Immersion boot camp for UX Designers

- UX Design Certification