

Frank William Edwards

Product Design Manager • Principal or Lead Product Designer

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CAREER SUMMARY

Experienced product designer and leader with 11 years of expertise in creating user-centric designs in collaboration with PMs, Devs, and other partners. Skilled in conducting research and fostering innovation to create designs that empower customers and achieve business goals.

Player and coach who is always ready to get involved in hands-on design work and set high standards. I also enjoy mentoring and coaching others, using my years of experience to provide guidance and support.

Experienced communicator who can effectively influence people at all levels of the organization and strongly supports design and customer needs.

Advocate for design systems who's experienced in their creation and implementation.


AREAS OF EXPERTISE & TOOLS

Figma
Adobe CS
Prototyping
Product Design
User Experience (UX)
User Interface Design
Visual Design
UX Research
User-centered Design

Generative AI
Wireframing
Flow Diagrams
Mockups
Usability
Information Architecture
Design Sprints
Communication
Design Thinking

A/B Testing
Design Systems
Native platforms (Android and iOS)
Product strategy
New Product Rollout
Resource Planning
Project management
Design Direction
Mentoring and Coaching

WORK EXPERIENCE

 Varo Bank
San Francisco, CA
Aug 2021 - Mar 2023

Associate Director of Product Design

I was promoted to the position where I was responsible for overseeing the design of banking, credit, and money movement products on both native and web platforms. I directly managed a team of 2 to 5 individuals, providing creative direction, managing resources, and supporting their career development. Additionally, I was also involved in hands-on product design work when necessary.

- **Launched Zelle** at the bank in 2022-2023, allowing customers to transfer money instantly and leading to \$3.70 ARPU per TA and a ~7% increase in direct deposit enrollment.
- **Redesign the Perks** page by improving the discoverability of discounts and offers for customers, while also updating the UI to the new design system.
- **Revamped Critique** process for the product design team and facilitated weekly sessions.
- Collaborated with other design leaders to create **Design Principles** for the product design team.

Sep 2020 - Aug 2021

Principal Product Designer

I was hired as a senior-level individual contributor and managed 2 to 3 team members. I provided creative direction, managed resources, and supported career development. My main focus was designing banking, credit, and money movement products for both native and web platforms.


- **Developed and applied** a new design system for both native and web platforms.
- **Launched the Believe Credit Card**, Varo's initial credit card and credit-building offering, resulting in an average credit score increase of 42 points for customers who made timely payments for 3 months.
- **Platform migration** - provided design support in transferring the banking system from the sponsor bank to Varo's internal systems.

 Chase Bank
San Francisco, CA
May 2018 - Sep 2020

Lead Designer of Mobile Payments

I was hired as the lead designer in charge of Chase's money movement products on native platforms (Android and iOS). I also managed a team of 2 to 7 people, overseeing their work, managing resources, and helping with their career development.

- **Launched "Single Door"** on mobile app that simplifies customer's money movement experience and decreased costs by reducing the need for physical checks and promoting digital alternatives.
- **Expand Zelle** (formerly QuickPay) feature set to include request and split which enabled customers to move money instantly between family and friends.
- **Design with Data Report** - Self-initiated project with my team to analyze the qualitative and quantitative aspects of mobile check deposits and peer-to-peer money sending. This project aimed to empower and develop their skills in UX research.

 Visa, Inc.
San Francisco, CA
Apr 2017 - May 2018

Senior Staff Designer

I was hired as a senior-level individual contributor for Visa Checkout. My main focus was improving customer experience and expanding the adaption of the product by banks and users. I designed the user experience and user interface for iOS, Android, and Web platforms.

- **Visa Checkout** - Led early efforts that changed the experience to a card-centric model and as well, enabled the provisioning of a card that was incorporated into the issuing bank's onboard experience.
- **Implemented a new Design System** in the Visa Checkout experience.

 Hotwire
San Francisco, CA
Mar 2015 - Dec 2016

Principal Designer of Mobile

I was promoted to design lead of a team of 2 to 4 individuals, where I managed their daily activities, provided creative direction, managed resources, and mentored them. My main focus was designing products for Hotwire's Android and iOS apps. Additionally, I organized workshops to enhance the customer experience and develop innovative product features.

- **Redesign iOS and Android Homepage** - Created a dynamic homepage for the mobile app that adapted to the user's booking or travel progress, providing relevant information and enhancing the overall experience.
- **Redesign Results experience** by combining Hot rates and retail rates hotel listings into one, making it easier for customers to compare options. This led to a 6% increase in purchase rates, a 7.5% increase in quarterly profit, and more bookings for retail rates.

May 2014 - Mar 2015

Senior UX Designer - Android

I was promoted to a role where I focused on UX design. My main task was to enhance the customer experience and integrate more of Hotwire's services into the Android app.

- **Material Design Integration** - Redesign Hotwire's Android app by incorporating the initial version of Material Design.
- **Car rentals** - Designed and implemented the car rentals on Hotwire's Android app. retail rates.

Apr 2012 - May 2014

Senior UI Designer

I was hired as a UI and visual design specialist. I focused on improving the customer experience for CarRentals.com and integrating Hotwire's car rental services into the Android app. I designed user interfaces for iOS, Android, and the web.

- **Local map** - Designed the interface for searching or exploring car rental listings with the context of maps for CarRentals.com.
- **Redesign Search & Booking** - Redesigned search and booking experience for CarRentals.com.

EDUCATION

Chase Bank
Leadership Workshop

Cooper Professional Education (Cooper U)
Hooked: How to Design Habit-Forming Products - with Nir Eyal

Cooper Professional Education (Cooper U)
Design Leadership Training

Cooper Professional Education (Cooper U)
Interaction Design Training

University of California, Davis, Davis, CA
Bachelor of Arts, Art Studio
Student athlete - UC Davis Men's Crew

VOLUNTEERING

The Guardsmen

The Guardsmen is a group of Bay Area men mobilizing their significant talents and resources to enhance and improve the lives of at-risk youth. This all-volunteer organization, founded in 1947, provides access to high-quality educational and outdoor activities for inner-city youth.

I am a Guardsmen member. I assist in planning and managing fundraisers for the organization and also offer graphic design help.