

Frances Tung

FrancesTung.com
francesCtung@gmail.com
425.283.3506
Seattle, WA

Associate Creative Director, UX Designer for **Deloitte Digital**

2019 - present in Seattle, WA

Leading UX teams and delivering human-centered digital experiences for Fortune 500 clients across industries by running workshops, mentoring junior designers, developing the experience design approach, and collaborating with internal and client teams. Streamlined the design team recruiting process and spearheaded community outreach, resulting in 7 hires.

UX Designer for **Zillow**

2018 - 2019 in Seattle, WA

Reimagined the home selling experience across desktop, mobile web and native apps by leveraging design sprints, experience outcome frameworks, and usability testing. Redesigned a home valuation tool and created a discovery experience for new users, increasing lead volume by 11%.

Product Designer for **Varsity Tutors**

2016 - 2017 in Seattle, WA

Designed human-centered solutions at an education startup specializing in matching students with tutors in a two-sided marketplace. Redesigned the customer web experience using agile methodology, resulting in a 30% increase in client initiated tutoring sessions and an 11% increase in lead conversions.

Cofounder for **PaintBerri**

2015 - 2016 in Bellevue, WA

Created and grew a bootstrapped online social creative community from 1,000 to 23,000 artists using lean product development principles. Crafted a responsive and pen tablet-friendly web experience, established a community management team of 4 and ran day-to-day operations.

Product Designer for **Udemy**

2014 - 2016 in San Francisco, CA

Redesigned the instructor experience, quiz platform, support site, and established the design system impacting millions of students in 12+ countries. Established the design team summer intern program and hiring process and oversaw the first cohort.

Product Designer for **Workday**

2013 - 2014 in Pleasanton, CA

Crafted customer centric experiences and evangelized a UX-forward approach to product teams across the company.

Education

Industrial Design, Bachelors of Design

University of Washington in Seattle, WA
Graduated Magna Cum Laude in 2013

Community

Mentor

Hexagon UX Seattle Chapter
2016 - present

Speaker, Guest reviewer

UW Design
2021

Proficiencies

Tools

Figma, Sketch, Adobe Creative Suite, InVision, Miro, Whimsical

Skills

Interface Design, Prototyping, Visual Design, User Research, Usability Testing, Customer Interviews, iOS and Android Design, Illustration, Design Systems, Workshop Facilitation, Project Planning, Mentorship, Recruiting and Hiring