

Frank Franze Jr.

Lead / Senior Product Designer & AI UX Strategist

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Professional Experience

Principal Product Designer, ACV Auctions - Feb 2024 - Present - Previously Senior Product Designer

- Partner with VP of Product and the data science team to own the UX roadmap for ACV's Guaranteed Offers program across web and native iOS/Android — designing how sellers see and trust a machine-learning-generated vehicle value through AI-prototyped ideas — growing the program 100% YoY
- Own end-to-end research for ACV Sell-side — planning studies, recruiting users, running interviews — and turning the findings into insights that directly shape roadmap decisions
- Run design critiques, workshops, and mentorship with other designers to pressure-test ideas and raise the quality bar across the team

Lead Product Designer, The Ordinary - August 2020–August 2023

- Led UX strategy across Deciem's brands and built the company's first shared component library — engineering adopted it, which got rid of inconsistent code
- Ran global user research to guide a full e-commerce redesign, combining strong visual design with clear interaction logic to increase Product Description Page conversions by 6% in the first month after launch

Senior Product Designer, Dayforce Native App (Ceridian) - February 2019-August 2020

- Led native mobile design (iOS/Android) for high-adoption frontline features, optimizing navigation layouts and interaction density for on-the-go operational workers
- Ran discovery interviews and co-design sessions to map how users connect across their org, then drove those insights directly into design strategy

Product Designer, Uppercase - May 2018-February 2019

- Shaped product strategy alongside design and research to build a retail data platform connecting online-first brands to physical retail
- Conducted discovery interviews to learn about pain points, collect insights, and gather data for an optimal onboarding experience

Design & Tools

Figma (Component Architecture, Prototyping), End-to-End UX Workflows, Information Architecture, Systems Thinking, Product Strategy, Roadmap Development, User Research, Usability Testing, Data Analysis, Journey Mapping, Enterprise SaaS, Design Systems, Web Accessibility (WCAG), AI Prototyping (Claude, ChatGPT)

Education & Certifications

eCornell AI & Project Development, 2026

UX Copenhagen, 2023

IDEO U Insights for Innovation, 2021

BrainStation UX Design, 2018

Vancouver Community College Digital Experience Design, 2013