

Frances Tung

Designer of thoughtful, beautiful, and easy-to-use digital experiences.

FrancesTung.com
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Seattle, WA

UX Designer

Varsity Tutors

October 2016 - November 2017 | Seattle, WA

- One of two UX designers at this online education startup
- Redesigned the customer side web application, resulting in a 30% increase in client initiated tutoring sessions
- Redesigned the marketing site, which increased lead conversion by 11%
- Created the design team's first comprehensive design system
- Collaborating with 6 product managers and 20+ engineers to test and deliver experiences from inception to implementation

Co-founder, Designer

PaintBerri

July 2014 - October 2016 | Bellevue, WA

- Partnered with a technical co-founder to grow a bootstrapped online social creative community from 1,000 to 23,000+ artists using lean product development principles
- Led a fundraiser that exceeded the revenue goal by 250%, crafted a responsive and touch-friendly web experience, and established a community management team of four
- Managed efforts in product design, marketing, operations, user research, accounting, customer service, and networking
- Pitched the business to the 500 Startups incubator program
- Joined project as part-time volunteer and joined full-time in Jan 2016

Product Designer

Udemy

October 2014 - January 2016 | San Francisco, CA

- Led the UX and UI design on product initiatives across client and instructor experiences at this online education startup
- Redesigned the instructor dashboard and messaging platform
- Redesigned the customer support site, which led to a 10% reduction in bounce rate
- Hired the design team's first intern, managed their work, and coordinated with a vendor to ship the completed product

Product Designer

Workday

August 2013 - October 2014 | Pleasanton, CA

- Led UX initiatives for university administrative systems, talent management, and collaboration products in an Agile environment
- As the sole designer supporting 3 product areas, I introduced and implemented design thinking and innovation workshops to cross-functional teams and stakeholders

Education

Industrial Design Bachelors of Design

University of Washington | Seattle, WA

Graduated Magna Cum Laude in June 2013

Awards

de Cillia Graduating with Excellence Award

UW School of Art

2013

Dean's Medal Nomination

UW School of Art

2013

Proficiencies

Tools

Sketch, Adobe Creative Suite

Skills

Interface Design, Prototyping, Visual Design, User Research, Usability Testing, Customer Interviews, iOS and Android Design, Illustration, Design Systems/Patterns, Style Guides, Innovation Workshop Facilitation