



# Designing experiences for mobile, web and print

## Frances Liddell

Senior Product Designer / Illustrator

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## EXPERIENCE //

### Senior Product Designer (2017 – present)

Cisco Umbrella. San Francisco, CA  
Designing experiences that allow users to manage and maintain network security.

### Senior Product Designer (2015 – 2017)

BigCommerce. San Francisco, CA  
Developing user experiences that enable customers to manage their storefronts via a powerful ecommerce platform.

### Freelance & Contract Designer (2005 – present)

Sole-Proprietor. San Francisco, CA  
Offering creative for employers including Nominum, Striiv, Crystal Dynamics, UStream, 1185 Design, Cohn & Wolfe, Northwest Press, Gizmo Art Production, etc.

### Mobile Product Designer (2012 – 2015)

Workday. Pleasanton, CA  
Created engaging, user-centered designs for apps on the web, and mobile devices that allow users to manage human resources, financials and analytics.

### Graphic Designer (2011 – 2012)

Duarte. Mountain View, CA  
Provided web design, logos, icons, information graphics, and storyboards and motion graphics for executive keynotes.

### Graphic Designer (2008 – 2010)

VIZ Media. San Francisco, CA  
Designed branding, print and packaging for the North American release of Japanese novels, graphic novels and animated titles.

### Graphic Designer (2006 – 2008)

Gizmo Art Production. San Francisco, CA  
Designed proposals, presentations, signage, exhibition and trade show graphics and other materials for clients of the design-build studio.

### Senior Graphic Designer (2001 – 2003)

McElory Ward & Associates. Jackson, MS  
Created proposals, presentations, brochures, identity system, advertisements, etc. for the architectural design firm.

### Graphic Design Intern (1998 – 2001)

City of Jackson, Dept. of Health & Human Services. Jackson, MS  
Designed advertisements, posters, brochures, etc. that promoted department programs and services.

## EDUCATION //

### Master of Fine Arts, Graphic Design (2003 – 2007)

Academy of Art University. San Francisco, CA

### Bachelor of Arts, Graphic Design (1997 – 2001)

Jackson State University. Jackson, MS

### Certificate, Mobile UX / UI Design (2013)

San Francisco State University. San Francisco, CA



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ORGANIZATIONS //

**Panelist, GeekGirlCon (2015)**

So...You Want to Work in Tech?, tech panel discussion

**AIGA**

Member (2006 – present)

FEATURED IN //

**Revision Path, Are HBCUs Preparing the Next Generation of Designers? (2016)**

Interviewee

**For Harriet, The Culture: 26 Apps Created by Black Women... (2015)**

Workday, mobile app features

**The \$1 Prototype: A Modern Approach to Mobile UX Design... (2014)**

Be a Hero, mobile app concept

**BuzzFeed, 60 Comics Everyone Should Read (2013)**

What a Wonderful World!, book design

**How Magazine, Turn Downtime into Playtime (2010)**

NihonGO, wine bottle design

**Comic Book Resources, Robot 6: 50 Best Covers of 2009 (2010)**

What a Wonderful World!, book design

**AIGA Fall Gala, Featured Designer (2008)**

NihonGO, wine bottle design

SKILLS //

**Software**

Sketch, Photoshop, InDesign, Illustrator, Keynote, Powerpoint

**Expertise**

User Experience Design, Visual Design, Storyboarding, Wire-framing, Typography, Layout, Branding, Book Design, Packaging, Illustration

