billfrank

technical proficiency

Figma	Abstract	Adobe CC	
Sketch	Principle	• InDesign	• XD
InVision	UserTesting	• Illustrator	• After Effects
Axure	Zeplin	• Photoshop	• Premiere

awards & recognition

2020 SportsPro OTT Platform of the Year, WWE Network

2017 Connecticut Art Directors Club Award Show, Group C, Inc.

2016 Thesis Research Support Fellowship, Texas State University

2015 – 2016 Student Government Scholarship, Texas State University

2014 Showcase Exhibit, Juror's Award

2013 Creative Summit, Certificate of Excellence

2012 Showcase Exhibit, Judge's Choice Nominee

education

Master of Fine Arts – Communication Design
Texas State University, San Marcos, TX
2011 – 2016

Bachelors of Science – Graphic Design
Southern Connecticut State University, New Haven, CT
2005 – 2008

professional experience

UI/UX designer
WWE
Stamford, CT (remote)
06/2018 – 03/2023

- Key contributor to the design of the WWE website, WWE apps, and the WWE Network streaming service, including the design of page layouts, icons, animations, typography and more across Mobile, Responsive Web, and 10-foot platforms.
- Took ownership of projects from ideation, wireframing, initial concepts, prototyping, and final product.
- Active participant in design sprints.
- Managed and mentored a junior designer.
- Conducted both in-person and digital user tests for new app features and releases using the UserTesting web app.
- Led the design of UI/UX and style guides for various in-house projects.

Graphic/UX Designer
Group C, Inc
New Haven, CT
11/2016 – 05/2018

- Researched, conceptualized, and implemented designs of varying print and digital materials to fulfill the graphic design needs of a wide variety of clients ranging from local non-profits to major corporations.
- Coordinated with multiple vendors in printing, sign making, and web hosting to make sure projects are completed to the clients' specifications, on time, and within budget.
- Active participant in daily meetings, brainstorming sessions, group critiques, and project retrospectives.

Graphic Designer
Texas State University
San Marcos, TX
06/2014 – 11/2016

- Researched, conceptualized, and implemented designs of varying print and digital formats to fulfill the graphic design needs of the faculty and staff at Texas State University.
- Coordinated photoshoots for university-wide projects.
- Collaborated with coworkers specializing in other areas.

Production Assistant
Texas State University
San Marcos, TX
08/2011 – 06/2014

- Filmed and edited lectures, classes, events, and instructional videos that took place at the university.
- Designed graphics for video, such as lower thirds, bugs, and credits.
- Designed interactive DVD menus for completed videos.