



Frank Rosile

User Experience Designer

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work experience

Senior User Experience Designer | [CoverMyMeds](#) | Sep 2017 - Current

Evangelize UX at a company that previously had not put an emphasis on design.

- Achieve a broad objective: design a product that is adopted directly by patients, something new to CoverMyMeds
- Discover new product opportunities to expand the network and grow revenue
- Build a UX Design discipline at the company, going from only me to a team of five designers and growing
- Research, create, and market design patterns that product teams keep at the center of designs and decision-making
- Lead product teams in discovery and design techniques/workshops to improve products around the company
- Create a culture of experimentation based on hypotheses and data to validate assumptions

Product Designer | [CarMax](#) | Sep 2016 - Aug 2017

Focus on two major projects in a forward-thinking product environment revolving around lean UX and dual-track agile principles.

- Increase carmax.com visits by designing solutions to attract and retain organic traffic
- Leverage SEO tools to discover largest opportunity areas
- Improve usability and consistency of the carmax.com experience by building a design pattern library (design.carmax.com).
- Increase product team efficiency with Sketch library assets for designers and coded components for developers
- Drive accessibility governance through the pattern library
- Start Discovery Jam hosted by CarMax to spread product discovery techniques to non-profit and start-up businesses

Lead UX Designer | [Chase](#) | Jan 2015 - Oct 2016

Responsible for the customer experience of the branch innovation strategy: a \$650M cost saving initiative and one of the largest agendas at the company.

- Shift the culture to a true user-centered design environment by highlighting UX work to all stakeholders and executives.
- Reduce ATM transaction times by ~20% as a result of iterative design and testing
- Design and test check cashing, mobile authentication, and eReceipt solutions to move millions of traditional teller transactions to self-service platforms
- Design and test tablet and desktop applications to increase branch employee efficiencies and customer service
- Incorporate lean and repeatable evaluative research.
- Deliver user flow diagrams, style guides, and interaction specs to ensure final solutions matched designs
- Introduce collaborative team design sessions and other team rituals

UX/Business Analyst | [Chase](#) | June 2012 - Jan 2015

Manage and design IT projects for Commercial Bank's CRM application.

- Function as the IT SME of the application, from the UI layer and services, to database
- Prove value of user research by designing and facilitating experiments and presenting learnings to all stakeholders.
- Gain stakeholder approval of innovative solutions using storyboards and wireframes
- Learn basics of HTML, CSS and SQL as part of my development plan

education

Ohio State University

B.S., Industrial and Systems Engineering, June 2012

Business Administration Minor

Kent State University

M.S., User Experience Design, In progress