Jacob D. Frank

INTERFACE AND SYSTEMS DESIGNER

EXPERIENCE

Adobe | August 2019 - Present   Experience Designer II, Spectrum design system, design tooling

- Conducted interviews and research across Adobe when designing new additions to Spectrum to understand the needs of product teams, which led to increase use of Spectrum components and greater trust in Spectrum.
- Prototyped and documented various components of Spectrum such as onboarding components, a mobile app UI refresh, and dozens of other interface design elements for product teams.
- Led design, project management, and research for a plugin used as the primary tool for implementing Spectrum within Adobe design.
- Collaborated closely with engineers on projects from design systems tooling to individual components using scripting and styling languages.

SF Service Guide | August 2019 - September 2021   Design Manager - Volunteer

- Managed design SF Service Guide, an interactive directory of San Francisco's services for those unhoused at risk of homeless.
- Launched multiple features and led a product design pivot to a more successful service recommendation framework. Some features were brand new and others were redesigns; brand new service recommendation flow, service redesign and resource page redesign, improved search experience and map design, updated information architecture simplyfing the site.
- Collaborated with engineers on the front end of the website to build out multiple designs and push hotfixes.

Tech for Campaigns | May 2020 - Present   Web designer, brand designer, web marketer - Volunteer

- Designed multiple political campaign websites, newsletters, and social media marketing campaigns for a handful of state candidates.
- Created dozens of assets for social media posts to boost a candidate's brand recognition and reach more voters.
- Redesigned newsletters for candidates email marketing campaigns, increasing their volunteer and donation rate.

Thought At Work Design Conference | Sept 2015 - May 2019   Co-Coordinator, lead designer and developer

- Managed a large group of student volunteers to plan and put on a 3 day (350+ attendee) design conference at RIT. Collaborated with others to create a hierarchical structure of volunteers with direct reports and a weekly schedule for deliverables.
- Led the creative direction and design for the conference; influencing the title sequence, physical prop design, print materials, and website.
- Developed the website using react, SCSS, and Gatsby and various animations from Lottie.
- Later led the transition of the conference to that of a multidisciplinary design organization within the school.

Adobe | Summer 2018   Design Intern, Design Systems Team

- Designed and developed a prototype for a web tool used to create and assemble complex design patterns for export and sharing.

B-Reel, creative agency | Summer 2017   Creative Technologist Intern

- Interned as a front-end engineer and designer. Contributed to various projects, including clients LG and American Express.

CONTACT

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FORMAL EDUCATION

Rochester Institute of Technology (RIT)

Studied Digital Product Design and Development

Thesis on Organizational Design
BS in Applied Sciences, May 2019
Minor in Psychology

SKILLS

- UI/UX/Product Design
- Front-End Development
- Rapid prototyping
- Product managment
- Design research
- Learning Español

TOOLS

- Figma/Sketch/Adobe CC
- Framer/Principle
- SCSS/CSS
- React/Redux
- Gatsby/Headless CMSs
- ThreeJS