

# Franklin Huynh

Product Designer

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5+ years designing in consumer facing roles across e-commerce and retail experiences for web and app.

## Work Experience

### Chewy

Product Designer, Pet Health

Jan 2025 – Present

- Leading design strategy for Chewy Vet Care's suite of products and crafting platforms that integrate e-commerce with healthcare (running prescriptions, appointment scheduling, and pet health records).

### Walmart

UX Designer III, Search & Discovery

Jun 2023 – Dec 2024

- Led design for 1 of 5 generative AI design investments using LLMs that launched in 4 months from concept to production, resulting in **+2.62% lift** in add to carts and **+1.1% lift** in conversion.
- Collaborated closely with product to support the launch and onboarding UX of E2E strategy for our GenAI experiences on app featured in CES 2024.
- Responsible for typeahead roadmap and experiences on Walmart e-commerce and contributed to core search, item tile, and fashion roadmaps.

### Nordstrom

UX Designer II, Fulfillment CX

May 2022 – Dec 2022

- Led mid-large scaled fulfillment solutions, including the launch of the Stores tab on app that brought **+24k new and unique customers** using our services across Nordstrom and Nordstrom Rack in first month of launch.
- Defined and owned the short and long-term roadmap for omni-channel cx, working strategically and thoughtfully with product, engineering and other cross-functional teams.

UX Designer, Fulfillment & Returns

Nov 2020 – May 2022

- Designed comprehensive solutions and influenced fulfillment and return initiatives that guided our customers across the purchase and post-purchase fulfillment funnel for Web, iOS, and Android app.
- Expanded customer control options for pickup order deadlines, resulting in **+11.1M top line revenue** for store pickups.

### Best Buy

UX Design Intern, Mobile Apps

Jun 2019 – Sep 2019

- Led several projects across the Support and Browse portfolio of the Best Buy app, resulting in **+8% appointments booked, 60% less negative reviews** around tech support awareness, and improving way-finding for browse journeys that led to **+4% conversion on app**.
- Conducted research including usability testing, heat mapping, behavioral mapping and other forms of research discovery to inform design directions with product, QA, research, content design, and engineers.

## Skills and Processes

### Strengths

iOS, Web, and Android, Product thinking, Interaction and Visual design, Strategy, Research, E-commerce and Retail

### Tools

Figma/Make, Claude, ChatGPT, Cursor, Lovable, FigJam, Protopie, Usertesting.com, Dscout, Jira, Confluence, Pen and Paper

### Design artifacts

Design charrettes, Sketches, User and task flows, Service blueprints, Journey maps, Personas, Wireframes, Information architecture, Prototypes, High fidelity mock-ups, Design systems, Documentation and guidelines, Accessibility, UX roadmaps, Product vision and strategy

### Research artifacts

Interviews, Heuristic evaluations, User research, Task analysis, Usability studies, Contextual inquiries, Behavioral mapping, Surveys, Literature reviews

## Education

### University of Washington

(B.S.) Human-Centered Design & Engineering  
Focus: Human-Computer Interaction