

Frances Rubin Creative Services Manager

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Professional Experience: Creative operations and product design leader with 15+ years of experience leading cross-functional teams and delivering high-impact digital, brand, and marketing initiatives across enterprise web and mobile platforms. Skilled at translating complex business needs into clear, customer-centered visual experiences while managing fast-paced creative workflows, stakeholder relationships, and end-to-end project execution. Proven ability to drive collaboration across Product, Engineering, Marketing, and Operations teams, streamline processes, and deliver polished, brand-aligned solutions that support business goals and user engagement.

Core Focus: Mobile Product Design · End-to-End User Journeys · Customer Experience (CX) · Design Systems & Scalability · Complex Workflow Simplification · Cross-Functional Leadership · Accessibility (WCAG) · Data-Driven UX · AI-Enhanced UX & Conversational Design · Enterprise Platforms

Senior Designer III *Verisign – Virginia | April 2025 – Present*

- Design end-to-end product experiences and user journeys across responsive web and mobile-ready platforms, supporting customer-facing initiatives for Verisign branding, Yourdot.com experiences, and scalable enterprise workflows.
- Create scalable UI patterns supporting multi-user roles and complex system interactions for platforms including Yourdot.net and Name Studio, ensuring clarity and usability in high-stakes environments.
- Scale and evolve enterprise design systems consisting of 120+ reusable components and design tokens across multiple digital products, strengthening consistency across Verisign branding initiatives and customer-facing applications.
- Define and execute scalable design system roadmaps aligned with product and marketing strategy, improving cross-platform consistency for Yourdot.com and Yourdot.net digital experiences.
- Own and prioritize a backlog of 50+ UX and product enhancements, partnering closely with engineering teams to deliver high-impact features supporting Name Studio workflows and enterprise usability improvements.
- Collaborate cross-functionally with Product, Engineering, Marketing, and Operations stakeholders to coordinate priorities and deliver cohesive customer-centered experiences across Verisign branding and digital product ecosystems.
- Design and implement reusable components and interaction patterns that reduced design-to-development handoff time by 25%, improving implementation efficiency across Yourdot.com and Name Studio initiatives.
- Establish design governance, documentation standards, and scalable workflow guidelines supporting operational consistency across enterprise applications including Yourdot.net customer experiences.
- Ensure WCAG accessibility compliance across digital workflows and customer-facing experiences associated with Verisign branding and enterprise platform initiatives.
- Lead design QA and validation efforts for shipped features and production releases, reducing post-release issues while maintaining high-quality experiences across Yourdot.com, Yourdot.net, and enterprise systems.
- Standardize design patterns and align system outputs with engineering requirements, reducing implementation risk and improving consistency across platforms supporting Name Studio and related customer workflows.
- Partner with analytics and product teams to evaluate user behavior, identify friction points, and drive iterative improvements across Verisign branding experiences and digital products.
- Contribute to the evolution of scalable enterprise applications and design systems, ensuring alignment, operational efficiency, and consistent experiences across Yourdot.com and Yourdot.net ecosystems.

Lead Designer *American College of Radiology (ACR) – Virginia | Aug 2019 – May 2025*

- Designed and supported the end-to-end implementation of cross-platform applications within the IT organization, including the ACR Website, defining UX strategy, interaction standards, accessibility compliance, and internal QA processes.
- Developed journey maps and service workflows to align user needs, operational processes, and technical systems across platforms such as ACRedit and ACAS.
- Designed interactive Tableau dashboards, translating business and data requirements into branded, database-connected visualizations used across facilities and partner organizations, improving data accessibility and reporting efficiency by 13.6%.
- Ensured consistent visual and interaction patterns across product platforms and data-driven applications, improving usability and cohesion across multi-channel user experiences.
- Developed and maintained multi-brand design systems, including design tokens (color, typography, spacing, and component-level variables), ensuring consistency and scalability across HIPAA-compliant platforms and reducing inconsistencies by 40%.
- Partnered closely with engineering teams within the IT organization to align design decisions with front-end implementation, reducing design-to-development discrepancies and rework by 15.5%.
- Conducted user research, heuristic evaluations, and competitive analyses to inform improvements to legacy data-transfer systems, contributing to recommendations that supported architectural decisions (monolithic vs. microservices).
- Led cross-channel experience alignment across enterprise platforms and data systems, improving consistency and usability across multiple user touchpoints.
- Mentored designers and coordinated with external vendors to ensure quality, efficiency, and alignment across deliverables.

Design Consultant *Booz Allen & Hamilton (BAH) – Virginia | Aug 2018 – Aug 2019*

- Managed UX workflows and deliverables within the Digital Services practice, supporting U.S. Department of the Treasury initiatives and improving stakeholder alignment across cross-functional teams.

- Led the redesign of the DataLab enterprise platform, improving usability by 42% across complex, multi-user workflows.
- Designed enterprise-scale workflows and service interactions supporting multi-user roles, operational dependencies, and regulated environments.
- Conducted user research and translated insights into product and service strategies aligned with policy-driven requirements.
- Created data visualizations using D3.js and Tableau to support executive decision-making.
- Facilitated Agile ceremonies and partnered with Product and Engineering to ensure efficient delivery across the product lifecycle.
- Ensured WCAG accessibility compliance across deliverables, improving usability and reducing QA issues.
- Translated complex policy and research data into intuitive, user-centered digital services and public-facing experiences.

Multimedia Lead *International Food Policy Research Institute – Washington, DC | Apr 2018 – July 2018*

- Led print and digital design initiatives across publications, branding, and marketing assets, aligning creative execution with organizational goals.
- Managed vendors, production workflows, and creative timelines to ensure brand consistency, quality, and on-time delivery.
- Directed visual storytelling across branding, publications, packaging, and digital campaigns, translating complex information into clear, engaging experiences.
- Improved stakeholder engagement through data-informed design decisions and user-centered visual communication.
- Partnered with cross-functional teams to implement and optimize the HarvestPro platform, improving content accessibility, usability, and overall user experience.
- Established scalable design standards and workflows to support consistency across digital and print outputs.

Design Manager *Fors Marsh Group (FMG) – Washington, DC | Apr 2015 – Mar 2018*

- Led cross-functional teams to deliver integrated design initiatives aligned with brand strategy, business objectives, and market needs for clients across nonprofit, government, and commercial sectors at Fors Marsh Group.
- Directed the full creative lifecycle—from concept development and stakeholder alignment through execution, launch, and delivery—for high-profile clients including the Internal Revenue Service, Department of Homeland Security, and Facebook, ensuring high-quality outcomes aligned with strategic and operational goals.
- Managed internal teams, external vendors, photographers, and freelance creative partners, overseeing timelines, budgets, and production workflows to deliver projects efficiently and on schedule.
- Conceptualized and executed integrated multi-channel campaigns across digital, print, web, social, and in-product experiences, maintaining strong visual consistency and alignment with brand and campaign messaging.
- Collaborated closely with marketing, business development, strategy, and operations teams to develop 360° campaign assets and client-facing materials for organizations including Facebook, the United States Navy, and the Federal Emergency Management Agency.
- Translated complex ideas and business requirements into clear, compelling visual communications aligned with brand standards and audience needs.
- Mentored and guided designers and creative contributors, fostering a collaborative, high-performing team environment focused on innovation, accountability, and quality execution.
- Applied strong project management and organizational skills to manage multiple concurrent priorities in fast-paced, deadline-driven environments while maintaining exceptional attention to detail.

Education

- Master's in Visual Communication – University of Hertfordshire, UK
- Bachelor's in Graphic Design – University of Hertfordshire, UK
- Postgraduate Diploma in Project Management – Isenberg School of Management, UMass Amherst
- Postgraduate Certificate in Data Science and Business Analytics – University of Texas at Austin
- Certified Interaction and UX Designer (NN/g), USA

Research, Testing & Analytics: UserZoom · Optimal Workshop · Maze · Hotjar · Amplitude · Tableau · Power BI. **Creative, Collaboration & Workflow Tools:** Adobe Creative Suite · Notion · Confluence · Jira · Asana · [Monday.com](https://www.monday.com). **Front-End & Emerging Technologies:** HTML · CSS · Basic JavaScript · AI-Assisted Design & Workflow Automation using ChatGPT, Claude, Gemini, Midjourney, and PromeAI

