

FRANCES SUN | Austin, TX | Open to relocate | [Email](#) | [LinkedIn](#) | [Selected Work Sample](#)

SENIOR UX & PLATFORM DESIGN LEADER

Strategic product design leader with 18+ years of experience shaping enterprise platforms, operational systems, commerce experiences, and large-scale product ecosystems for Fortune 100 organizations. Experienced leading UX strategy from ambiguous problem definition through product delivery while partnering with executive leadership, product management, engineering, finance, operations, and business stakeholders.

Known for helping organizations build shared understanding across complex enterprise environments before software is built. Combines systems thinking, product strategy, and executive storytelling to align diverse stakeholders, simplify ambiguity, and transform fragmented workflows into scalable enterprise experiences. Equally comfortable strategy discussions, mentoring designers, defining product direction, and producing hands-on UX deliverables including workflow models, prototypes, interaction design, and implementation-ready specifications

CORE STRENGTHS

Enterprise UX Strategy | Design Leadership | Commerce Experience Design | Product Vision Alignment | Cross-functional Leadership | Organizational Influence | Systems Thinking | Information Architecture | Design Systems & Scalable Patterns | UX Leadership & Mentorship | Executive Communication | Stakeholder Management | Agile Product Development | AI-Assisted Design Workflows | UX/UI Design

PROFESSIONAL EXPERIENCE

THE WALT DISNEY COMPANY - Disney Entertainment & ESPN Technology

Lead UX Designer, Ad Platforms

Remote | Oct 2021 – Present

Lead product design strategy across Disney Advertising's enterprise platform ecosystem, partnering with executive leadership to define product vision, influence roadmap decisions, and align cross-functional organizations supporting planning, inventory, finance, operations, and advertising workflows.

Drive end-to-end product design from discovery through implementation while balancing business strategy, user needs, technical constraints, and organizational priorities across multiple enterprise initiatives.

Enterprise Product Strategy

Lead UX strategy for multiple interconnected enterprise platforms supporting Disney Advertising operations across ABC, ESPN, FX, Freeform, National Geographic, Disney Channel, Hulu, Disney+, and future advertising initiatives.

Translate highly complex operational ecosystems into intuitive product experiences by simplifying workflows, reducing cognitive complexity, and improving cross-functional collaboration.

Partner with product leadership to define product vision, evaluate business priorities, influence roadmap discussions, and identify opportunities to modernize enterprise workflows.

Design scalable interaction models and reusable workflow patterns supporting planning, inventory management, pricing, finance, campaign operations, and internal advertising systems.

Contribute to long-term product strategy for Atlas, Disney's next-generation advertising platform ecosystem.

Leverage AI-assisted design workflows to accelerate UX exploration, documentation, workflow visualization, content development, and design iteration.

Identify practical AI opportunities that improve operational efficiency while reducing manual design effort.

Cross-functional Leadership

Build organizational alignment across product, engineering, finance, operations, and executive leadership by creating shared understanding around complex business problems before implementation begins.

Facilitate workshops, design reviews, and strategic discussions that accelerate decision-making, uncover hidden assumptions, and influence product direction across multiple business organizations.

Translate ambiguous business domains into actionable product strategies that enable teams to make faster, more confident decisions.

Coaching & Design Leadership

Mentor designers across enterprise initiatives in systems thinking, enterprise UX, workflow modeling, stakeholder communication, executive presentations, and product strategy.

Lead recurring design critiques that improve design quality, strengthen product thinking, and raise design maturity across teams.

SPEAKING EXPERIENCE

Selected international speaker on enterprise UX, systems thinking, organizational alignment, and design leadership.

Disney Design Summit 2026

Building Shared Understanding: Lessons from Enterprise UX

World Usability Congress 2026 | Graz, Austria

[Speaker – Infusing Enterprise Creativity with a Dose of Playfulness](#)

IDSA International Design Conference & Education Symposium 2026 | Pasadena, CA

[Speaker – Between School and Practice: What Real UX Work Actually Demands.](#)

DDD Europe 2026 | Antwerp, Belgium

[Speaker – When the Domain Is Fuzzy, the UI Pays the Price](#)

UX Day 2026 | Siebel Center for Design, University of Illinois Urbana-Champaign

[Speaker – What Enterprise UX Taught Me About Clarity](#)

CanUX 2025

[Speaker – Infusing Enterprise Creativity with a Dose of Playfulness](#)

Disney UX Summit 2022

Speaker – Don't Skip the Commercial

TEACHING EXPERIENCE

COLLEGE FOR CREATIVE STUDIES | Adjunct Professor - Graduate Studies

Detroit, MI | Jan 2024 – Present

- * Designed and taught graduate-level User Interface Design courses focused on systems thinking, interface design, and UX strategy.
- * Mentor students on portfolio development, enterprise UX thinking, and professional communication.

AUSTIN COMMUNITY COLLEGE | Adjunct Associate Professor

Austin, TX | Jan 2020 – Dec 2023

- * Taught multiple UX and UI design courses including Interface Design, Visual Design, UX Tools, and UX Career Development.

PREVIOUS EXPERIENCE

DELL TECHNOLOGIES | Round Rock, TX

Principal Product Designer | Apr 2021 – Oct 2021

Senior Product Designer / Team Lead | Jan 2019 – Mar 2021

- * Led UX for enterprise sales and configuration workflows supporting global sales teams.
- * Conducted global user research and partnered with product and engineering teams to modernize internal sales tools.

LENOVO | Morrisville, NC

Advisory User Experience Designer | Feb 2014 – Dec 2018

Graphical User Interface Designer | Oct 2011 – Jan 2014

EDUCATION

College for Creative Studies | Michigan | Master of Fine Arts (MFA), Interdisciplinary Design

Chang Gung University | Taiwan | Bachelor of Science (BS), Industrial Design

PATENTS

United States Patents:

* US9652465B2

* US9141211B2

* US9377948B2

* US9298692B2

International patents filed in China and Germany.

ADDITIONAL INFORMATION

Tools: Figma, Adobe Creative Suite, Proto.io, Microsoft Office, Cursor

Languages: English (Fluent), Mandarin Chinese (Native)