FRANCES SUN

Austin, TX area | +1 919-274-4764 | francessun@gmail.com

Portfolio | LinkedIn

LEAD PRODUCT DESIGNER | ENTERPRISE and CONSUMER UX

SUMMARY

Product designer and design leader with 16+ years of experience simplifying complex enterprise workflows. Lead hands-on UX across nine interconnected Disney advertising platforms, shaping cohesive experiences across planning, pricing, and order management. Combine systems thinking, interaction design, and reusable patterns to connect workflows across products. Manage and mentor four designers while remaining directly responsible for end-to-end product design and delivery. Earlier work includes cloud data management and server and storage configuration experiences.

CORE SKILLS

End-to-end product design · Information architecture · Interaction and visual design · Cross-platform UX · Design systems · Workflow modeling · User research · Usability testing · Prototyping · Data-dense interfaces · AI interaction design · Design strategy · Cross-functional collaboration · Design leadership and mentoring

PROFESSIONAL EXPERIENCE

Disney Entertainment and ESPN Technology | Remote

Lead Designer, Ad Platforms | October 2021–Present

- Lead UX across nine interconnected enterprise platforms spanning the Quote-to-Cash lifecycle, aligning product experiences and design direction with Product, Engineering, Finance, and Operations.

- Manage and mentor four designers while personally owning end-to-end design for two products, from stakeholder discovery through engineering delivery.

- Lead design for AdVisor media management, translating complex planning, sales, trafficking, forecasting, and inventory requirements into workflows adopted by the full team.

- Led 0-to-1 UX for a next-generation order management platform in development, defining foundational workflows for order setup, rules management, inventory, trafficking, and downstream reconciliation.

- Establish shared design principles, reusable patterns, and component libraries across advertising platforms to improve consistency, accelerate delivery, and reduce engineering rework.

- Designed Jarvis, an AI planning agent supporting plan generation, forecasting, and automated quality assurance, including prompts, explanations, transparency signals, and confidence levels.

- Present design direction to Director and VP leadership and cross-functional teams; delivered a UX Summit presentation viewed by more than 2,000 internal employees.

Dell Technologies | Round Rock, TX

Principal Product Designer | April 2021 - October 2021

Senior Product Designer / Team Lead | January 2019 - March 2021

- Designed enterprise sales and channel partner experiences for Dell Sales Application and Online Solution Configurator, guiding projects from concept through release.

- Redesigned server and storage configuration workflows, using interviews with sales teams in the U.S. and Asia to identify pain points and validate design proposals.

- Created a Unified Sales Experience vision informed by research into workflows across frequently used applications.

- Designed Canada pricing and tax-exemption workflows, along with Channel Partner Order Request experiences supporting collaboration with sales representatives.

- Coordinated design delivery, mentored junior designers, and supported hiring six designers in 2020.

Lenovo U.S. | Morrisville, NC

Advisory User Experience Designer | February 20140 - December 2018

- Led UX/UI for REACHIt 2.0, simplifying cloud data management across devices; monthly users grew from 100 on version 1.0 to 100,000 on version 2.0.

- Designed PC and mobile applications from concepts and storyboards through prototypes and launch, partnering with researchers and product teams to test and refine experiences.

- Served as sole designer for Cross Share in a 30-person Motorola collaboration, connecting Android SMS and photos with a Lenovo PC application; developed a process that reduced labor by 30%.

- Led concepts, prototypes, and UX/UI for REACHIt 3.0, a Microsoft Cortana plug-in, collaborating with 16 developers, architects, and project and marketing managers.

Lenovo U.S. | Morrisville, NC

Graphical User Interface Designer | October 2011 - January 2014

- Designed interfaces, icons, user flows, and development specifications for ThinkPad PC and Android tablet applications, incorporating user feedback.

- Led concept and UX/UI design for ThinkPad Smart Mark and Windows 8 applications; oversaw end-to-end UX for ThinkPad Tablet 2.0 with a 15-person team.

EARLIER EXPERIENCE

Designer | Union Design and Development Corporation, now Advantech | Taipei, Taiwan

Designed product concepts, interfaces, storyboards, and prototypes for smart home and conference room controllers, incorporating user research and collaborating with client developers.

Special Projects Designer | National Taiwan University

Designed a government flood monitoring information website.

TEACHING EXPERIENCE

College for Creative Studies Graduate Studies

Adjunct Professor | January 2024 - Present

Develop and teach graduate User Interface coursework, including lectures and design critiques.

Austin Community College

Adjunct Associate Professor | January 2020- Present

Taught user interface design, UX tools, visual design, and UX career development.

EDUCATION

Master of Fine Arts, Interdisciplinary Design - College for Creative Studies

Bachelor of Science, Industrial Design - Chang-Gung University

TOOLS & LANGUAGES

Tools: Figma, Cursor, Claude, Adobe Illustrator, Photoshop, InDesign, Adobe XD, Proto.io

Languages: English - Fluent | Mandarin - Native

PATENTS

Four granted U.S. patents: US9652465B2, US9141211B2, US9377948B2, US9298692B2.

Granted China patent: CN104281404B.