

FRANK DURAN

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PROFESSIONAL SUMMARY

Accomplished professional with almost 20 years of design and digital product experience specializing in leading high-performing design teams. Expertise in facilitating complex projects from conception to completion and seamlessly integrating design principles with business objectives. Proven track record in executing strategic initiatives that enhance customer experience and operational efficiency.

PROFESSIONAL SKILLS

Entrepreneurship | Relationship Building | Conflict Management | People & Performance Management | Leadership Development & Mentorship | Financial Analysis | Competitive Market Analysis | Marketing Strategy | Compliance & Risk Management | SAFe Agile | Project Management | Product Management | Contracts / Negotiation | Human-Centered Design | Workshop Facilitation | Qualitative / Quantitative Research | Prototyping / Usability | Accessibility | Product Design | Visual / Interaction Design | Information Architecture | Service Design

TECHNICAL SKILLS

JIRA | Figma | Visual Studio | GitHub | HTML / CSS | Javascript | MURAL / MIRO | Adobe Creative Suite | MS Office | ChatGPT | Meta Business Suite | YouTube / TubeBuddy | Videography / Photography | Slack | Zoom | CRM | CMS | WordPress

EXPERIENCE

01/2023 - Present — Partner, Primo Ventures; San Antonio, TX

Responsible for directing real estate investment strategies and overseeing all aspects of real estate renovation, including project timelines, budgets, and daily troubleshooting.

- Developed several investment strategies to diversify the initial capital investment, including renovation and renting undervalued real estate.
- Developed and executed project timelines to renovate and sell properties in coordination with sub-contractors, neighbors, and local government agencies.

03/2023 - 02/2024 — Realtor®, KW Heritage; San Antonio, TX

Acquired a Texas real estate license and established a real estate business, encompassing lead generation, client management, contract negotiation, and ensuring clear communication with all parties in each transaction.

- Negotiated several real estate offers in a highly competitive real estate market with an acceptance rate of over 80%.

- Developed and executed marketing campaigns for several properties and real estate services leveraging social media, paid ads, and local events. Optimized digital campaigns resulted in over 58K impressions per home.
- Earned Military Relocation Professional (MRP) and AI Pro designations as a licensed real estate agent.

03/2017 - 03/2023 — Design Director, USAA;

San Antonio, TX

Responsible for growing and mentoring designers, resulting in promotions and retention of top talent. Collaborated with business, technical, and legal partners to ensure delivery of critical initiatives driven by compliance requirements and customer expectations.

- Transitioned a team of over 30 designers to a new team model within the newly established Chief Design Office organization by assessing their skill sets, evaluating their performance, and transitioning key team members to critical projects to ensure the organizational change did not disrupt ongoing initiatives supporting USAA Bank activities.
- Supported complex experiences like Disputes and Military Benefits by solving compliance and UX problems and integrating several key partners into a generative design process, resulting in updated product roadmaps that informed priorities in SAFe Agile software development, making digital experiences compliant with banking regulations, reducing cost, and increasing operational efficiency by reducing call volume to the call center.
- Created additional operational efficiency for the entire design team and key partners by establishing Office Hours, eliminating unnecessary meetings, and using built-in Zoom capabilities to have several conversations simultaneously via designated rooms.

07/2020 - 12/2021 — Instructor, UX/UI Bootcamp UTSA;

San Antonio, TX

Created a nurturing virtual classroom environment to ensure each cohort emerged from the boot camp ready for new UX/UI Design careers, equipped with knowledge and confidence in their abilities.

- Graduated several cohorts of Bootcamp participants hired into conversational, AI, UX, product, and content design roles.
- Supported students' learning journey by offering additional support during Office Hours before and after class.
- Integrated experience in the design industry by offering timely feedback to students during design exercises and guiding students during their group and individual projects.

06/2016 - 03/2021 — Chief Digital Officer, Boxes and Arrows;

San Antonio, TX

Joined as a publisher to continue operating the online publication founded by Christina Wodtke in 2001, aimed at enhancing and advocating for the IA community by disseminating exemplary techniques, innovations, and informed opinions.

- Reorganized Boxes and Arrows into a business entity by converting it into an LLC to ensure organizational longevity.
- Reduced operational costs by transitioning to a new web hosting platform that properly supported WordPress and all additional technical requirements.
- Updated the platform to a responsive version of WordPress and increased reliability by identifying and removing obsolete plug-ins.

12/2015 - 03/2017 — Experience Owner, USAA;

San Antonio, TX

Responsibilities encompassed overseeing the process, performance, risk, and execution of services for Credit Card like Address Change and Cash Advances. Led the pilot of the Right Card initiative, designed to help customers select credit card products that best suit their evolving needs while being compliant with federal regulations.

- Updated KPI / KRIs assigned to Credit Card Address Change and Cash Advance services through process map, RCSA documentation, and dissemination.
- Established and maintained product management routines to identify and remediate any compliance or performance issues.
- Integrated Design Sprint and SAFe agile methods to produce a well-defined backlog and successful Right Card functionality pilot release.

08/2015 - 12/2015 — Lead Experience Strategist, USAA;

San Antonio, TX

Facilitated design sprints to validate product concepts employing various human-centered design methods. This approach consistently engaged executive business partners, offering more valuable outcomes than traditional strategy-building activities.

- Increased operational efficiency and lowered the cost of learning by using Design Sprints to validate product ideas and better define their value, enabling more informed leadership decisions.
- Integrated executive leadership into Design Sprints to prioritize the ideas produced with an assigned budget.

12/2011 - 08/2015 — Sr. Creative Designer, USAA;

San Antonio, TX

Led design projects in the MSR Lab while building relationships with business partners to inform the strategy for a new employee tool set, the MSR Portal. Facilitated user feedback and Lean UX techniques to develop enduring design principles.

- Established design principles for employee experiences, which have been leveraged for digital tools long after time in MSR Lab.
- Effectively synthesized real-time user feedback, which enabled Lean UX methods to inform agile software development priorities.

- Created several digital tools through collaboration with business and engineering partners, resulting in 7 U.S. Patents being issued.

Additional Experience Available on LinkedIn

EDUCATION

2005 — Art Institute of California, San Diego; B.S. Interactive Media
San Diego, CA

AWARDS

U.S. Patent US10387546B1 - Web Browsing

U.S. Patent US11553086B1 - Systems and methods for electronically predicting future customer interactions

U.S. Patent US20220329696A1 - Methods for simultaneous interaction on a web page by a customer and customer service representative

U.S. Patent US11798006B1 - Automating content and information delivery

U.S. Patent US11663608B1 - Providing aggregated statistical information relating to customer representative's performance

U.S. Patent US11301930B1 - Systems and methods for integrating, aggregating, and utilizing data from a plurality of data sources

U.S. Patent US11521215B1 - Computerized content dissemination

Silver Addy - The Wall Street Journal

SPEAKING ENGAGEMENTS

Cast Tech High School | Enterprise UX Conference | AIGA | World Usability Day | University of the Incarnate Word | IA Conference