

# Molly Francis

Building cool products in Austin, Texas

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## EXPERIENCE

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### Lead Product Designer — Netspend

November 2025 — Current

- Own design strategy and end-to-end UX for Netspend's Rewards program — the consumer-facing app and the internal Unified Commerce Management (UCM) tool that powers it.
- Reworked the rewards layout and Information Architecture around new UCM capabilities.
- Run qualitative and quantitative user testing to validate decisions and guide iteration.
- Use AI-assisted workflows (Claude, Claude Cowork, Gemini, Cursor, Figma Make) to accelerate design exploration, prototyping, and iteration speed.

### Lead Product Designer — GovOS (Neumo)

October 2023 — October 2025

- Drive UX strategy and design execution across core GovOS products, including eSubmission, Business Licensing & Tax, Cloud Search, and Cloud Records.
- Conduct and synthesize user research to uncover insights, validate solutions, and guide product decisions.
- Partner with cross-functional teams and executive stakeholders to align user needs with business goals, driving go-to-market decisions for complex government workflows.
- Lead design systems governance, accessibility, and DesignOps initiatives to ensure long-term product growth and meaningful public impact.
- Designed to Section 508 / WCAG standards so products could carry a VPAT for public-sector procurement.
- Piloted AI-assisted design and prototyping workflows (ChatGPT) to accelerate iteration and validate solutions faster across GovOS products.

### Principal Product Designer — Bright Health

March 2021 — April 2023

- Established a 0 to 1 provider portal for Prior Authorizations, reducing manual paperwork and enabling providers to electronically submit and track authorization status in real time.
- Conducted user research and usability testing to validate workflows, uncover pain points, and ensure solutions met provider and patient needs.
- Provided design leadership and mentorship, managing two designers and co-creating and governing a design system at a WCAG 2.2 AA accessibility standard that improved consistency and accelerated delivery across multiple products.
- Designed a telehealth app (desktop + native mobile) that expanded patient access to care by supporting asynchronous / synchronous urgent visits and prescription refills.

### Principal Product Designer — Care.com (HomePay)

April 2020 — February 2021

- Led the HomePay design team for a payroll, tax, and HR solution serving families with household employees (nannies, senior caregivers, etc.).
- Partnered with executive leadership to integrate UX into agile workflows, aligning design with product strategy and business goals.
- Managed and scaled the UX team — mentoring designers, facilitating critique, and building a stronger design culture to elevate quality and collaboration.
- Designed and enhanced internal Sales tools and client / employee-facing HomePay products, improving efficiency and user experience.

### Lead UX Designer — Liveperson

July 2019 — February 2020

- Served as lead designer on a new social media management product, enabling brands to interact with consumers

over social platforms through the LiveEngage AI-powered messaging product.

- Collaborated with the global UX team to update and scale the company's design system for AI and chatbot products, improving accessibility and consistency company-wide.

### **Principal Product Designer — athenahealth**

September 2016 — June 2019

- Conducted research and design for desktop and native mobile electronic health record (EHR) and patient portal products, improving usability and adoption for clinicians and patients.
- Collaborated with a multi-disciplinary agile R&D team to define, design, and test features, streamlining workflows and enhancing the overall user experience.
- Led user testing and validation, identifying pain points and driving design improvements that increased efficiency, reduced errors, and elevated patient satisfaction.

### **Lead Product Designer — Patient IO**

July 2016 — August 2016

- Served as Head of Product Design for desktop and native mobile apps supporting at-risk patients, designing for both patient-facing users and care managers.
- Worked in a lean, iterative environment, streamlining designs and eliminating waste while accelerating delivery.
- Collaborated with cross-functional teams to align design with product strategy and operational goals.
- Maintained a customer-centric perspective, ensuring design decisions prioritized patient needs and improved care outcomes.

### **Senior UX Designer — Volusion / Mozu**

September 2014 — June 2016

- Designed interaction flows, visual design, and user experiences for the Volusion and Mozu e-commerce platforms.
- Improved usability and engagement by refining UX flows and ensuring consistent visual design across the platforms.

See more experiences on [linkedin.com/mollyfrancisdesign](https://www.linkedin.com/company/mollyfrancisdesign).

## **SKILLS**

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Leadership & Strategy: Product Vision, Design Strategy & Roadmap, Design Operations (DesignOps), Design Systems Governance, ROI of Design

Stakeholder & Business Alignment: Cross-Functional Leadership, Executive Stakeholder Management, Go-to-Market Strategy, Change Management, Business Metrics Alignment

Mentorship & Team Growth: Design Mentorship, Talent Development, Team Building, Critique Facilitation, Design Culture

Execution & Craft: User Research, Complex Problem Solving, Service Design, Information Architecture, Interaction Design, Accessibility (WCAG 2.2 AA), Design Tokens & Component Libraries, Agile / Scrum Workflows, Prototyping, Storytelling, Workshop Facilitation

Data & Validation: Product Analytics, A/B Testing, Quantitative Research, Qualitative Validation, Cohort Analysis, KPIs & Business Metrics, Usability Testing

## **PROGRAMS**

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Figma, UserBit, Pendo, Adobe CC, Miro, Optimal Workshop, Usertesting.com, Dovetail, Jira, Asana, Slack, HTML, CSS, Claude, Claude Cowork, ChatGPT, Cursor, GitHub, Vercel, Lovable, Notion, Amazon QuickSight

## **SCHOOL & RECOGNITION**

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Oklahoma State University — Bachelor of Fine Arts in Graphic Design

- RecruitLoop — Top 50 Female UI/UX Designers — Austin, Texas
- Built In ATX — Featured Employee at Bright Health — Austin, Texas