



Molly Francis’ Résumé

Hello, my name is Molly Francis.

I’m a UI/UX product designer, researcher and leader based in Austin, Texas. I am focused on creating simple, clean, and smart user experiences while exploring the ever-changing interactive world. With over 20 years of experience across UI/UX design, user research, design systems, and design strategy, I integrate emerging AI tools to streamline workflows, uncover deeper insights, and enhance the design process.

“In my free time, I thrift and collect vintage art and eclectic objects. When it comes to having cats, the bigger and fluffier the better.”

Contact

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- LinkedIn
- Dribbble
- Instagram
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School

Oklahoma State University
Bachelor of Fine Arts in Graphic Design

Recognition

RecruitLoop — Top 50 Female UI/UX Designers · Austin, Texas
[Built In ATX — Featured Employee at Bright Health](#) · Austin, Texas

Programs

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

Skills

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

Experience



Lead Product Designer

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, Gemini, Figma Make) to accelerate design exploration, prototyping, and iteration speed.



Lead Product Designer

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.
- Piloted AI-assisted design and prototyping workflows (ChatGPT) to accelerate iteration and validate solutions faster across GovOS products.



Principal Product Designer

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

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

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

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

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

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/in/mollyfrancisdesign).