

# FRANK RYCAK JR

## Product Designer

305.684.5721

www.thatguyfrank.co

frank.rycak@gmail.com

## SKILLS

### Design

UX, ideation and workflows

Interaction and UI design

Prototyping

Sketch App

Design Systems

Adobe Creative Suite

Marketing Collateral

3D design

### User Research

Interviews & Surveys

Usability and concept testing

Qualitative analysis and methods

## EDUCATION

### Wyncode

Full Stack Web Bootcamp: 2015

### University Of California - Irvine

Mobile App Dev: iOS: 2015 - 2016

### Miami-Dade College

Graphic Design: 2009 - 2011

### Art Institute of Ft. Lauderdale

Graphic Design: 2006 - 2007

## EXPERIENCE

### Net2Phone (LiveNinja) - Product Designer

*Dec. 2016 - Current*

I started working at LiveNinja.com just after their acquisition by Net2Phone.com. Having developed a messaging platform that was intuitive and feature rich, the initial concept was to merge the LiveNinja Messaging platform with Net2Phone's Business Phone System to develop an industry leading UCaaS product.

#### USER FLOW OPTIMIZATION

- Complete Reworking and Optimization of **Signup** experience
- Design of **Onboarding** Walkthrough and **Coach Marks**
- Optimization of **Transfer Messages** Experience
- Development of **Adding Team Members** to company accounts
- Complete Reworking and Optimization of the **Payment** experience
- Initial concept for **Forget password** user flow
- Complete Reworking and Optimization of the **Login** experience
- Development of **Welcome Menu** feature

#### OTHER CONTRIBUTIONS

- Complete Reworking and Optimization of the **Email User Journey**
- Design and Project Management of the new **Net2Phone.com website** that is currently under development
- Co-developed the **New Net2Phone Design System** with the Director of Product design for Net2phone with visual styleguides and components for the development team and for in-house design needs.

### Wyncode - Part time Instructor

*April 2018 - Current*

Currently helping with the UI/UX Cohort at Wyncode. Lesson Planning, assisting students with course work, and mentoring previous students who have recently graduated.

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## EXPERIENCE - Continued

### Flow.asia - Web / Visual Designer

2012 - 2015

At Flow.Asia I had multiple design roles, from Graphic Design to Digital Design and more importantly this is when I made my pivot from mostly Print Design to Digital. I became obsessed with the idea of Users interacting with a product or platform that I had designed. Versus people flipping through a magazine or a flyer that I designed.

### OTHER CONTRIBUTIONS

#### WEB DESIGN

Wanda Studios - Web Design, UX, Responsive Design

<http://www.wandastudios.com>

Volkswagen ATJ Tianjin - Web Design

[www.vwatj.com](http://www.vwatj.com)

Concur - Web Design

[www.concur.com](http://www.concur.com)

Sennheiser - Web Design

<https://zh-cn.sennheiser.com>

Embassy of France in China - Web Design, Logo & Visual Identity

[www.ambafrance-cn.org](http://www.ambafrance-cn.org)

Pékin Accueil - Brochure Design, Web Design

[www.pekin-accueil.com](http://www.pekin-accueil.com)

Blackfin - Web Design

[www.blackfin.cc](http://www.blackfin.cc)

Vistajet China - Web Design

<https://www.vistajet.cn>

Festival of German Cinema - Web Design

<http://festivalofgermancinema.com>

Nezha Bros Film - Web Design

<http://www.nezhabros.com>

Goethe Institute - Web Design

[www.goetheslz.com](http://www.goetheslz.com)

### FineAwards.com - Graphic Designer

2011 - 2012

### EBH Advertising - Graphic Designer

2010 - 2011