

abby frankola

abbyfrankola.com

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SKILLS & KNOWLEDGE

Hard skills

User-centered design
Interaction design
Design component systems
Prototyping
User research & testing
Wireframing & Sketching
Illustration
Visual Design
Usability testing
3D fabrication

Soft skills

Collaboration
Problem-solving
Dealing with ambiguity
Curiosity
Design process & workshops

Toolkit

Figma
Pen & Paper
Framer
Principle
Sketch
Photoshop & Illustrator
HTML & CSS

EDUCATION

Carnegie Mellon University

2011 — 2015

BFA in Industrial Design

Minor in HCI

Saratoga High School

2007-2011

EXPERIENCE

Air.inc / Senior & Lead Product Designer

NOVEMBER 2019 — DECEMBER 2022

Designed the core product & created features to help Air grow from seed round to Series A and 2+ million ARR. Led design projects from inception to execution & implementation, while working closely with engineering, leadership, sales, and external stakeholders. Redesigned core features and areas of the product such as navigation, search, filters, & asset modals to improve user experience and usability. Created design component system and worked with engineering to implement it within the product. Established design language & systems within the product and design processes within the company such as critique, user-research, and documentation.

Zeal.vote / Co-founder

MARCH 2019 — OCTOBER 2019

Co-founded Zeal to modernize the process of campaigning by using AI driven insights and smarter volunteer management. Drove product decisions, defined goals and found market opportunities for our initial product. Designed the entirety of the initial MVP including the candidate / campaign manager focused site, volunteer app, and marketing site. Developed brand identity and design system for rapid iteration. Pitched to YC and participated in YC startup school.

Edmodo / Product Designer

MARCH 2017 — OCTOBER 2019

Led design on multiple cross-functional teams including students, communication/ messaging, growth teams to create strong & delightful user experiences. Worked on end-to-end solutions, taking projects from ideation to full implementation. Contributed to design standards & patterns for web and mobile, including defining the style of the student app and implementing a grid system. Key projects include: Student Planner, Messaging, onboarding & new user experience, and AskMo.

Facebook / Product Designer (Pages)

AUGUST 2015 — OCTOBER 2016

Created and shipped new tools for admins to allow for direct booking through their Facebook Pages, including solutions for appointment & quote requests, Page setup, management, and messaging. Worked to develop design standards across Facebook.com. Created in house illustrations for the Pages and Election teams.

Facebook / Product Design Intern (Business Manager)

SUMMER 2014

Backplane / User Interface & User Experience (UI/UX) Intern

SUMMER 2013