

Rick Franklin

Design Leader and Strategist

Strategic and mission-driven Design Strategy and Service Design leader with 10+ years of experience shaping human-centered, end-to-end product and service experiences across financial services, biotech, retail, and education.

Core Skills

Discovery Research & Behavioral Insights, Service Blueprints & Journey Mapping, Service Design, Stakeholder Engagement & Storytelling, Systems Thinking & Operational Efficiency, Workshop Facilitation & Cross-Functional Alignment, Product Design, Design Strategy, User Research, User experience design, Cross-Functional Team Leadership, Design Systems, Workshop Facilitation, Qualitative and Quantitative Research

Tools

FigmaSketch, UserTesting, Lucidchart, Mural, Miro, Adobe Creative Suite, Google Suite, Microsoft Office, Google Analytics, Jira, Confluence, Userzoom

Work Experience

Design Strategy and Service Design Manager | Capital One

Jan 2022 – Sep 2024

- Led end-to-end strategy and service design for customer onboarding, increasing engagement rates by 30% by aligning cross-functional teams around a unified roadmap grounded in customer research, co-creation workshops, and phased product design.
- Directed customer research initiatives and developed service blueprints, journey maps, and experience audits that identified key friction points—directly informing service improvements and increasing customer satisfaction.
- Collaborated closely with engineering, product, and analytics partners to translate long-term design strategy into actionable development plans, ensuring consistent delivery of value across time horizons.
- Championed a mission-driven, human-centered design approach that successfully aligned product vision with business objectives, resulting in measurable impact and stronger stakeholder buy-in.

Lead Designer, Contract | Ginkgo BioWorks

Sep 2021 - Dec 2021

- Directed Service Design and UX strategy for COVID-related school services, collaborating with product and development teams in agile sprints to produce service blueprints and optimize user flows.
- Quick turn-around UX deliverables enabled increased market penetration, and expanded product offerings.

Sr. UX Designer | Meijer

Mar 2020 - Sep 2021

- Led the exploration and design of growth-focused, optimized online grocery shopping experiences.

- Built strong cross-functional partnerships and conducted qualitative and quantitative research to uncover key customer behaviors and preferences; delivered innovative, data-informed recommendations and guided the design team through implementation.
- Developed an omni-channel digital strategy and advocated for customer-centric solutions with senior leadership, resulting in a design team reorganization that better aligned digital channel experiences.

Design Lead | Capital One

Aug 2016 - Mar 2020

- Served as Design Lead on a multidisciplinary consulting team for external Fortune 500 partners, driving innovation projects that delivered net-new B2C digital and physical experiences—including point-of-sale systems, guest interactions, and staff workflows.
- Led cross-functional vision initiatives for the credit card application process, resulting in increased application and approval rates; developed foundational personas and design principles to guide product strategy.
- Built a greenfield agent servicing platform by conducting in-depth interviews and observational research, mapping complex operational flows, and collaborating closely with operations, technology, and design stakeholders.

UX Designer | DESIGNATION Labs

Jan 2016 - Aug 2016

- Led UX discovery research and interaction design within agile sprint workflows.
- Conducted empathy interviews, developed personas, journey maps, user flows, app maps, wireframes, mockups, and prototypes; planned and facilitated user testing and client presentations.
- Researched user behaviors, attitudes, and goals for in-home smart mirror technology, uncovering insights that shaped product direction.
- Influenced a key client pivot by recommending the integration of Alexa voice control, enhancing product usability and market appeal.

Additional Relevant Roles

Senior Designer | Loyola Press

2006 – 2011

Lead Designer | Chicago Welcomes You

2008 – 2009

Education

Wheaton College | Bachelor of Arts | Music Composition

DESIGNATION Labs | UX Design Certificate