



Carla Franke
UX & DIGITAL INNOVATION

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SUMMARY

I help companies up-level their digital presence and innovate like a startup, and have had the privilege to work with some of the world's top brands. A strategic thinker with a gift for creative problem solving and a highly entrepreneurial "can-do" attitude, I'm fueled by emerging technologies and the possibility of what's next.

TECHNICAL & MANAGEMENT SKILLS

UX / User Experience
UI / Interface Design
Digital Strategy

Responsive Web Design
Mobile App Design
Rapid Prototyping

Creative Team Management
Client-Facing Leadership
Design Thinking / Lean Innovation

CLIENT EXPERIENCE

Anthem, Banfield, BMW/MINI, Discover, Dunkin' Donuts, Essilor, Ethicon, Fidelity, Folgers, Ford Motor Company, Frontgate/HSN, Gorilla Glue, Iams, IBM, Johnson & Johnson, Kroger, Lincoln, Luxottica, Michelin, Pella, Pfizer, Procter & Gamble, Sam's Club, Samsung, Sherwin-Williams, Smuckers, Southwest Airlines, Valvoline, Volvo, Walmart.

PROFESSIONAL EXPERIENCE

UX & DIGITAL INNOVATION CONSULTANT 2016–Current

Independent Consultant

Independent consultant providing Strategy, User Experience Design and Lean Innovation services to help companies up-level their digital marketing efforts and innovate like a startup.

- Led audit and redesign of all Discover Card and Discover Global Network web properties using Design Thinking methodologies and agile software development practices. Rolled out beta in under 6 months.
- Served as Lead UX Consultant on several P&G brand and global innovation projects – including UX Strategy and design of their first multi-brand rewards program, in-home IOT device concept testing and interface design, and direct to consumer innovation strategies.
- Designed an optimized responsive web experience for GIA, the leading global online resource for gemological research and information, resulting in a 42% increase in mobile traffic (YOY).

ROCKFISH / WPP 2014–2016

Sr. Lead User Experience Strategist

Led an Experience Strategy team within a digital innovation company to define, design and build innovative experiences across all digital platforms for forward-thinking clients such as Ford/Lincoln, Walmart, P&G, Valvoline, Pfizer, IBM.

- Assisted the Director of Experience Strategy in managing the UX team and overseeing all client deliverables.
- Oversaw development of UX artifacts - briefs, storyboards, user flows, wireframes, prototypes, style guides, roadmaps.
- Led Rapid Innovation Workshops for Southwest Air, Pfizer and Lincoln Motor Company to identify opportunities and drive innovation that support user needs.
- Designed industry-leading mobile, tablet and app experiences for retail, automotive and pharma clients – including the Ford Pass Owners App and Sam's Club Scan & Go App.

POSSIBLE WORLDWIDE / WPP 2010–2014

Sr. Lead User Experience Designer / Consultant

Responsible for leading marketing strategies and user experience design within the region's largest digital marketing agency with a focus on retail and consumer brands.

- Led strategic planning and global site redesigns for Millstone, Folgers, Clairol, Smuckers, Vicks and ConAgra Brands.
- Played a key role in creating a new retail store concept for Michelin Tires, with a focus on mobile integration.
- Designed a new loyalty program for Clairol consumers - combining POS, desktop and mobile experiences.
- Managed several online sweepstakes, sampling programs, Facebook promotions, and Instagram contests.

ATOS ORIGIN NORTH AMERICA 2008–2010

Sr. Program Manager / Lead Strategist

Senior-level Account Lead responsible for Strategy and Account Planning for P&G's \$2.3M Home Care online portfolio (Febreze, Swiffer, Dawn, Cascade, Mr. Clean and Home Made Simple), Baby Care projects (Luvs, Pampers), and Beauty Care (Clairol Brands) within a \$3B International IT Company.

- Managed 4 Project Managers. Owned budgets, P&L, timelines and marketing plans for 9 Brands.
- Led multi-brand promotions, sweepstakes, email campaigns, search marketing, and CRM programs.
- Led strategy for Dawn Saves Wildlife, P&G's most successful cross-media cause marketing campaign to date. Featured in The Wall Street Journal 9/09. Originally a 6-month campaign now running over 8 years.
- Grew annual account revenue from \$1.5 to \$2.3 million in 6 months, achieving 60% increase versus goal of 20%.

CO-ACTIVE MARKETING | P&G VOCALPOINT 2007–2008

UX & Strategy Lead

Responsible for leading the Marketing Strategy and UX for the re-launch of Vocalpoint 2.0 – P&G's flagship effort to leverage word-of-mouth marketing through integrating online, offline and social media.

- Client facing lead on site design, iMedia, email marketing and cross-brand promotions with Kashi, Ford, Starkist.
- Collaborated with cross-functional teams to create long-term vision for the campaign and map future enhancements.
- Launched full program redesign and site enhancements in less than 90 days, increased click-through rates of emails by 23%, and site visit duration over 40%.
- Won Regional Silver and Gold ADDY Awards for Ford Sync "Get Street Smart" and StarKist "Tunavision" campaigns.
- Increased Febreze Air Effects sales by 17% and Dawn Direct Foam by 20% in 3 test markets.

THE CREATIVE DEPARTMENT 2004–2007

Director of Interactive Design & Strategy

Senior-level Director responsible for all aspects of running an interactive department within a full-service ad agency.

- Managed a team of 7 designers, strategists and copywriters plus outside freelancers and agency partners.
- Led turnaround of underperforming department by shifting focus from a single client base (P&G), to a focus on CPG consumer brands and e-Commerce, increasing department revenue by over 40%.
- Expanded service offerings to include email marketing, SEO/SEM, display ads, corporate blogging, and affiliate programs with a focus on integrated cross-media campaigns.
- Successfully managed \$6M in accounts, and added over 25 new consumer clients to portfolio in under 3 years.

AVANT CREATIVE | P&G TREMOR, VALVOLINE 2001–2004

Digital Marketing Consultant

Independent consultant providing Strategy, User Experience Design and Online Marketing services to help companies leverage their integrated marketing efforts.

- Led design of P&G's Tremor.com tween marketing site, included Interface Design and User Experience Strategy. Replicated strategy with a different target audience to create Vocalpoint.com. Monthly site traffic over 350K visitors.
- Worked with Valvoline to create digital sales tools that allowed their B2B sales force to more effectively present to regional dealers, helping to increase sales over 20%.

MarchFIRST | WHITTMAN-HART 1998–2001

Senior Digital Design Manager

Responsible for leading Strategy, Design and Development on several high-profile projects for top Retail and Fortune 500 clients within a leading global digital agency.

- Involved in new business development, hiring and mentoring staff, and developing departmental procedures.
- Creative lead on \$2.5M Frontgate.com site design, which won a National Gold ADDY Award for e-Commerce.
- Helped lead and grow the Design department from 3 to 38 people in less than 3 years.
- Promoted as the youngest Senior Manager in the organization within 6 months.

EDUCATION

University of Cincinnati - B.A. Design - School of Design, Architecture, Art, and Planning (D.A.A.P.)

Polytechnic Institute of Milan - Foreign Study Program: Design Technology - Sponsored by University of Cincinnati

SOFTWARE SKILLS

Axure, Sketch, Zeplin, Figma, InVision Studio, Adobe Creative Suite, RapidUI, Atomic, UX Pin, MindManager, XMind, Slack, Trello, Loop11, Optimizely, Morae, Silverback, HTML/CSS, MS Project, MS Office, Google Analytics.

AFFILIATIONS + RECOGNITION

- Professional Mentor for **Founder Institute**: International Idea-stage Accelerator and Startup Launch Program
- Professional Mentor for **Aviatrix Accelerators**: Entrepreneurial Training for Women-Owned Startups
- Professional Mentor for **Cintrifuse & Spry Labs**: Regional Innovation Network for Cincinnati Startups
- **InterAlliance of Greater Cincinnati** Special Projects Committee Social Media SME
- **National Gold ADDY Award**: Frontgate/HSN e-Commerce Site Design
- **Webby Award**: Drefit® Amazing Baby Days Mobile App Design