



**FRANCES LIDDELL-RODRIGUEZ**  
UX Product Design Lead

San Francisco, California  
email. francesliddell@live.com  
url. francesliddell.com

A UX product design lead with over 10 years of experience designing internal business tools, design systems and informing processes.

EXPERIENCE //



**UX Lead Designer, Design Systems / May 2023 – Present**

Lacework. San Francisco, CA • Remote  
I design accessible, scalable UI libraries in collaboration with cross functional partners. My work involves crafting and documenting components, guiding feaure teams in best practices, identifying opportunities to evolve the system, develop process strategies and drive adoption of patterns.



**Senior Product Designer, Internal Tools / Feb 2021 – Jan 2023**

Twitter. San Francisco, CA • Remote  
My research-led approach increased user efficiencies, improved team velocity, product accessibility and usability across design efforts for the Revenue Productivity and Observability Experience teams.



**Lead Product Designer, Customer Adoption / Nov 2019 – Feb 2021**

New Relic. San Francisco, CA • Hybrid  
I led the design of the commerce and consumption UX that presents customers with subscriptions, enables purchases and demonstrates how system usage effects costs.



**Senior Product Designer, Cloud Security / Jul 2017 – Oct 2019**

Cisco Umbrella. San Francisco, CA • Hybrid  
I designed experiences that empower network and security admins with tools to efficiently manage and maintain secure systems. Additionally, I managed the Umbrella Design System.



**Senior Product Designer, eCommerce / Jun 2015 – Jun 2017**

BigCommerce. San Francisco, CA • Hybrid  
I created solutions merchants use to perform ecommerce processes including channel/product listing management, payments, checkout, discounting, shipping, orders and conversion rate optimization.



**Product Designer, Mobile / Dec 2012 – Jun 2015**

Workday. Pleasanton, CA • Hybrid  
I specialized in designing various experiences for Workday Mobile users on tablet and phone devices.

EDUCATION //



**Master of Fine Arts, Graphic Design (Sep 2003 – May 2007)**

Academy of Art University. San Francisco, CA • GPA: 3.2



**Bachelor of Arts, Graphic Design (Aug 1997 – May 2001)**

Jackson State University. Jackson, MS • GPA: 3.6

CERTIFICATES //



**Certificate, Design Leadership (Jul 2019)**

Cooper Professional Education. San Francisco, CA  
Credential ID: 13822465



**Certificate, Mobile UX/UI Design (Nov 2013)**

San Francisco State University. San Francisco, CA

SKILLS //

**Software:** Figma, Photoshop, Illustrator, Google Suite, MS Office, Keynote

**Expertise:** Accessibility, Design Systems, Design Thinking, Information Architecture, Interaction Design, Mobile UX, Prototypes, Responsive Web, Typography, Usability, UI/UX, User Testing, Visual Design, Wire-framing, Critique, Collaboration, Design Advocacy, Design Leadership, Mentorship, Planning, Strategy

**Industry:** B2B, B2C, Business Tools, SAAS, Cybersecurity, Developer Tools, E-commerce

ACTIVITIES //

**Frontify, Designers in Front (2023)**

First featured designer.

**Judge, AAU Winter Show (2022)**

Part of judging committee for MFA/BFA graphic design portfolios.

**Presenter, BRIDGEGOOD + Twitter (2021)**

Presented resume tips for junior designers.

**Design Mentor (2020 – Present)**

Pro-bono 1:1 sessions with designers.

**Revision Path Podcast, Episode 209 (2017)**

Podcast Interview

**Revision Path, Are HBCUs Preparing the Next Generation of Designers? (2016)**

Interviewee

**For Harriet, The Culture: 26 Apps Created by Black Women... (2015)**

Workday, mobile app features

**Panelist, GeekGirlCon (2015)**

So...You Want to Work in Tech?, tech panel

**The \$1 Prototype: A Modern Approach to Mobile UX Design... (2014)**

Be a Hero, mobile app concept

**HOW Magazine, Turn Downtime into Playtime (2010)**

Interviewee