research **UX/UI** design

Fran Schiesl
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EXPERIENCE

SynapseMX UX / UI Designer — 2026 - Present

Lead UX and UI design for an aviation maintenance quality assurance platform called EQuAD used by airline and military maintenance teams, reporting directly to the CEO. Partner with engineering and product in a lean team to deliver mission-critical software under DoD contract requirements.

- Redesigned legacy inspection and reporting screens, including MSEP dashboards, into modern, responsive layouts built for mobile use on the flightline.
- Defined navigation patterns for deeply nested inspection workflows, and organized the UI/UX backlog into prioritized, dependency-ordered tickets for developers.
- Run user research with maintainers, inspectors, and leadership to drive design decisions.
- Built the EQuAD design system in Figma, including a primitive-to-semantic token architecture with light/dark theming and standardized card, chip, badge, and inline-editing patterns.
- Partner with engineers on Figma handoff and WCAG/Section 508 compliance for deployment.

Dynepic Sr. Product Designer — 2022 - 2026

Senior Product Designer for enterprise and government software, specializing in zero trust security and emerging AI. Partnered with product, engineering, and cybersecurity teams in agile cycles.

- Established product strategy and information architecture for a new AI-driven content management system, using user research and iterative testing to validate product value.
- Served as sole UX researcher and UI designer for the now-patented “Permissions Wizard,” partnering with the cybersecurity team to simplify complex zero trust protocols and ensure proper handling of CUI in government environments.
- Conducted a platform-wide accessibility audit and delivered a remediation roadmap with cost and timeline estimates, enabling vendor partnership and contract fulfillment.
- Developed and maintained an accessible, responsive design system with web-ready components across screen sizes and devices.
- Designed onboarding experiences through rapid prototyping and user testing to reduce new-user drop-off rates and increase transparency.
- Led cross-departmental design reviews, maintained feature roadmap timelines, and researched AI and immersive UX patterns (3D gaming, generative AI) to inform product decisions.

Nelnet UX Researcher / UI Designer — 2020 - 2022

UX researcher for internal loan servicing tools and UI designer for external student-facing products, working directly with project managers and stakeholders. Role required government security vetting for access to sensitive data.

- Supported a student loan servicing platform reaching millions of borrowers annually across internal and external products.
- Led a legacy system modernization initiative using surveys, interviews, usability testing, and workshops to validate the migration strategy, with recommendations that reduced call center resolution time.
- Produced personas, journey maps, user flows, wireframes, prototypes, and research reports that informed roadmap decisions and secured stakeholder buy-in.
- Translated research into responsive, web-ready prototypes within Nelnet’s design system and regulatory requirements, partnering with tech leads, developers, and product managers on seamless handoff.
- Conducted UX audits with external vendors and delivered recommendations that improved partner product integration.

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EDUCATION

Bachelor of Science, Communications – Graphic Design University of Wisconsin, Platteville
Magna Cum Laude - 3.74

Designing and Building AI Products and Services - Certificate of Completion - MIT xPRO

UX Academy - Certificate of Completion - Designlab

UX/UI Design Program - Certificate of Completion - Flatiron

Continuing Professional Development Courses - Linkedin Learning, Skillshare, International Design Foundation, Coursera, Maven, Uxcel

LEADERSHIP

Walbridge Condo Association Board President - 2021-2023, Madison, WI

Zumba Mentor - 2015-Current (as assigned)

Rock Valley College Community Band Section Leader - 2023-Current, Rockford, IL

SKILLS

Research & Analysis
User Research & Interviews
Usability Testing
Surveys
A/B Testing
Heuristic Evaluations
Data Analysis
Competitive & Market Research

UX Design & Strategy
Information Architecture
Interaction Design
User Flows & Task Flows
Journey Maps & Personas
User-Centered Design
Human-Computer Interaction

Visual & Product Design
Mockups & Prototypes
Wireframes
Creative & Visual Design
Dashboards & Data Visualization
Mobile-First & Responsive Design
Content Writing

Design Systems & Handoff
Design Systems & Tokens
Developer Collaboration
HTML/CSS

Accessibility & Compliance
WCAG & Section 508
CUI Handling

Tools & Process
Figma
Sketch
Adobe Creative Suite
Jira & Confluence
Agile & Sprint Planning
Workshops & Presentations

AI & Emerging Tech
AI Design Process
Generative AI
Machine Learning
ChatGPT
VR/XR

Core Professional Skills
Critical Thinking
Problem Solving
Collaboration
Communication