

Frederick Tranfield

Senior Product Designer

Product-focused — Systems-oriented

I'm a senior product designer who focuses on making complex systems workable, understandable, and easier to live with. My work has spanned data-heavy enterprise systems as well as high-traffic commercial platforms, where clarity, craft, and practical decision-making matter more than ceremony. Fluent in both design and front-end development — I've owned the full span on select projects, and either skill sharpens the other.

I work best with teams that value collaboration, direct communication, and a sense of proportion about the work. I bring a calm, low-ego approach to problem solving, help teams cut through ambiguity, and am comfortable making design calls when tradeoffs are unavoidable. I enjoy mentoring other designers and partnering closely with engineers and product leaders to get work shipped without unnecessary drama.

Professional Experience:

Senior Consultant (UX) | LMI Solutions (formerly JJR)

2023 — Current

- ☼ Led service design discovery for a federal contact-center transformation — service blueprints, value stream maps, and business process hierarchies that surfaced optimization opportunities across over 50 call centers.
- ☼ Led UX design across complex, data-heavy platforms for logistics, analytics, and internal decision-making, designing dashboards that made dense operational data easier to act on.
- ☼ Applied AI-enabled design workflows across CUI-controlled federal engagements (VA, DLA/MUST, Armed Forces) — design suggestions, research synthesis, and ideation, with human review as the final gate.
- ☼ Defined workflows, information architecture, and interaction patterns early to reduce rework, and evolved shared design patterns that improved consistency without slowing delivery.

Senior Product Designer (UX) | EY Design Studio (formerly Zilker Tech)

2019 — 2023

- ☼ Led UX research and design across multiple client engagements — planning and conducting user interviews, synthesizing findings into clear insights that shaped workflows, information architecture, and product direction.
- ☼ Worked closely with cross-disciplinary teams to balance user needs, business goals, and technical constraints, helping teams move from ambiguity to actionable design direction.
- ☼ Brought a pragmatic, steady approach to consulting environments, avoiding over-process while ensuring research findings were grounded, defensible, and applied to real product decisions.
- ☼ Supported and mentored other designers, providing guidance on research approaches, design reasoning, and effective collaboration with engineers and product leads.

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Core Competencies:

- ✓ AI-Assisted Design (research synthesis, prototyping, ideation) · Claude Code · LLM-based workflows
- ✓ Design Systems & Pattern Libraries
- ✓ High-Fidelity Prototyping (Figma and related tools)
- ✓ Interaction & Experience Prototyping
- ✓ Complex Workflow & State Design
- ✓ Data-Dense Interfaces & Dashboards
- ✓ Information Architecture
- ✓ Usability Evaluation & Iterative Refinement
- ✓ User Interviews & Qualitative Research
- ✓ Hands-On Front-End Development (React, TypeScript, SCSS, WCAG-compliant HTML)
- ✓ Cross-Functional Collaboration
- ✓ Mentorship & Design Guidance

Extensive hands-on experience building and evolving design systems and high-fidelity prototypes in Figma, including complex states, flows, and data-driven interfaces.

Professional Certifications:

LUMA Human Centered Design Practitioner Certification

Magento Front-end Developer Certification by Adobe Commerce

Six-Month Residential Program | Maine Photographic Workshops

Education:

Bachelor of Arts (B.A.) in Psychology, Beloit College

Senior Front-End Developer & UX Designer | Muscle and Strength, LLC

2017 — 2018

- ⚙ Served as a senior front-end developer on a high-traffic ecommerce platform, working on customer-facing experiences where usability, performance, and visual clarity directly affected engagement and conversion.
- ⚙ Took on increasing responsibility for interaction design and UX decisions across key flows such as navigation, product discovery, and purchase, helping shape the overall user experience beyond pure implementation.
- ⚙ Partnered closely with designers, product stakeholders, and engineers, using strong implementation knowledge to inform design decisions and ensure concepts translated cleanly into production.

Front-end Developer II | Blue Acorn

2013 — 2016

- ⚙ Worked as a front-end developer embedded with UX and design teams on high-traffic ecommerce platforms, contributing to customer-facing experiences where usability, performance, and visual clarity directly impacted outcomes.
- ⚙ Implemented and refined complex user interfaces across key commerce flows, including navigation, product discovery, and checkout, with close attention to interaction details and edge cases.
- ⚙ Partnered closely with designers to translate intent into working interfaces, often bridging gaps between design concepts and implementation realities.

UX Design & Front-End Developer | Independent Consultant

2008 — 2013

- ⚙ Built ecommerce and marketing sites for early-stage startups — a coffee brand, a payroll-processing platform, an auction marketplace, and a used-book seller. For a custom-doormat startup, I built a live design configurator in WordPress. The work spanned WordPress, Drupal, and CodeIgniter.
- ⚙ Delivered measurable commercial outcomes: a 16% conversion lift within one month for Speakman.com, and page-load cut from 3–5 seconds to under one for Funimation.com.
- ⚙ Worked directly with clients to turn ambiguous requirements into live front-end and design work and development — self-directed, end-to-end, one project at a time.

Additional Experiences:

Assistant English Teacher | Japan Exchange and Teaching Programme

2003 — 2008

Yoga Teacher, Vinyasa Yoga Part-Time Classes and Workshops | US and Internationally

1996 — 2019

Key Clients

American Savings Bank of Hawaii • Crunchyroll (formerly Funimation) • Defense Logistics Agency (DLA) • Everlast • Le Creuset • Medical University of South Carolina • Nevada Energy • Northern Tool & Equipment • Southern Tide • Speakman • Stio • U. S. Air Force • U. S. Army • U. S. Department of Veterans Affairs