

FRANK CADLE

BRAND AND VISUAL EXPERIENCE DESIGNER

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Designer with 9+ years building visual systems, digital campaigns, and brand experiences across government, nonprofit, retail, and fitness. Translates complex ideas into clear storytelling, then uses performance data to sharpen execution.

EXPERIENCE

On | Oct 2025 - Present

Lead Store Advisor | Customer Experience and Operations

- Lead visual merchandising and floor execution as a keyholder across three On store openings, translating global brand standards into local product storytelling.
- Connected Marina Run Club programming to product discovery; the activation drew 200+ athletes, 50+ try-ons, and 50+ apparel purchases before store opening.
- Use customer and sales insights to refine merchandising; maintained items per order above 1.6 during \$50K+ combined store-sales days in 2026.

FLEX DC | 2023 - Jan 2026

Head Coach and Brand Experience Lead

- Reshaped the studio experience through programming and member feedback, increasing average class utilization from approximately 30% to 85%.
- Designed a five-week onboarding system that aligned coaches around repeatable service and delivery standards.
- Trained 100+ coaches across FLEX, BASH, and F45; built recurring classes of 18-24 clients through consistent instruction and programming.

U.S. House of Representatives | Sep 2020 - Jan 2025

Visual and Graphic Designer | Internal Communications

- Designed digital campaigns across email and web; data-informed content and visual improvements contributed to an 80% increase in email open rates.
- Created the Congressional Hackathon identity and communication system, supporting 39% attendance growth across event touchpoints.
- Led two Semi-Annual Report iterations and accessible layouts across reports, presentations, and event communications.

National Association of Counties (NACo) | Jan 2017 - May 2020

Senior Graphic Designer

- Designed editorial and data storytelling systems that made complex policy and fiscal information useful to county leaders and federal stakeholders.
- Produced a 60+ page COVID fiscal-impact report in 30 working hours; its summary generated 2,000+ downloads and 30% higher email engagement.
- Extended NACo branding across Gates Foundation and Walmart partner work, coordinating visual execution with policy teams and analysts.

CAPABILITIES

Brand systems, visual design, editorial design, data storytelling, digital campaigns, visual merchandising, customer journeys, accessibility, Figma, Adobe Creative Suite, Google Analytics, Tableau.

EDUCATION

Marymount University | B.A. Graphic Design and Information Technology | 2017

Georgetown University | UX/UI coursework | 2023

Rhode Island School of Design | Graphic Design Program | 2016