

FRANK CADLE

DIGITAL AND VISUAL EXPERIENCE DESIGNER

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Experience designer with 9+ years combining visual craft, user research, analytics, and frontline insight to turn complex information into accessible digital experiences and repeatable systems.

EXPERIENCE

On | Oct 2025 - Present

Lead Store Advisor | Customer Experience and Operations

- Lead product discovery, visual merchandising, and floor operations as a keyholder across three On store openings in Georgetown and the Bay Area.
- Translate customer behavior and product signals into merchandising decisions; maintained items per order above 1.6 during \$50K+ combined store-sales days in 2026.
- Build repeatable RFID/NEDAP workflows and team handoffs to standardize daily retail execution.

FLEX DC | 2023 - Jan 2026

Head Coach and Brand Experience Lead

- Redesigned programming and feedback loops, increasing average class utilization from approximately 30% to 85% with recurring classes of 18-24 clients.
- Designed a five-week onboarding system that turned complex programming into repeatable coaching standards.
- Trained 100+ coaches across FLEX, BASH, and F45, adapting instruction to different experience levels.

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

Visual and Graphic Designer | Internal Communications

- Redesigned email content and visual hierarchy using engagement data; contributed to 80% higher email open rates.
- Created the Congressional Hackathon visual and communication system, supporting 39% attendance growth; delivered two Semi-Annual Report iterations.
- Built accessible web, email, and report layouts through clear structure, contrast, and typography.

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

Senior Graphic Designer

- Translated complex policy and fiscal data into clear reports, maps, and digital communications.
- Delivered a 60+ page COVID fiscal-impact report in 30 working hours over three days; its summary generated 2,000+ downloads and 30% higher email engagement.
- Extended NACo visual systems across Gates Foundation and Walmart work with policy teams and analysts.

SELECTED DESIGN PROJECTS

Isometrix | Coursework | 2023 — Owned logo, UI, typography, and wireframes in a three-person, four-week project; research involved 30 participants.

Spotify FAVFIVE | Independent concept | 2026 — Designed feature-learning and curation flows; built a demo balancing genre, duration, and artist diversity.

CAPABILITIES

Figma, Adobe Creative Suite, HTML/CSS, WordPress, Google Analytics, Tableau, prototyping, information architecture, accessibility, user research, UAT and QA.

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