

Robbie Frank

Staff / Principal Product Designer

Staff Product Designer with 8+ years of experience leading end-to-end product design strategy for data-heavy, B2B2C SaaS platforms. Drives 0 to 1 launches, platform expansion, and revenue-impacting outcomes through research-led discovery and systems thinking.

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Core Capabilities + Tools

Product Strategy & Discovery: Generative and evaluative research • JTBD / opportunity framing • Workshop facilitation • Platform and systems design vision • OKR and roadmap influence • Tools: UserTesting, Dovetail, NotebookLM, Miro

Design & Delivery: End-to-end UX • Information architecture • Data storytelling • Rapid prototyping • Design systems • UX writing • Tools: v0, AI Studio, Figma, Storybook

Measurement & Impact: Product analytics • Adoption & engagement metrics • Experimentation • Feedback loops • Outcome-driven iteration • Tools: Mixpanel, Looker, UserTesting

Cross-Functional Leadership and Collaboration: Product, engineering, data science and analysts, sales, marketing, CS, executive stakeholders • Tools: Jira, Google Workspace

Professional Experience

Staff Product Designer @ [Olo](#) | Jan 2023 – Present
Senior Product Designer | Nov 2020 – Jan 2023

About: Leading SaaS restaurant technology platform powering ordering, payments, and guest engagement for 800+ brands, 90,000+ locations, and 1B+ annual orders.

Scope & Leadership

- Owning product design vision, discovery, and experience strategy across guest data, analytics, engagement, partnerships, and virtual brands.
- Influence annual and quarterly roadmaps through research-driven insights tied to product, business, and customer success OKRs.
- Lead cross-functional workshops and recurring executive reviews to align product, engineering, and data teams on strategy, tradeoffs, and outcomes.

0→1 Platform Impact

- Led 0 to 1 design strategy and execution for Olo Guest Intelligence (analytics and reporting BI platform that translates complex guest data into actionable insights and actions), launching a web and mobile MVP in under 3 months (Jan–Mar 2025).
- Drove rapid adoption and growth in the first 6 months:
 - 1,100+ unique users across 660+ brands
 - 4,600+ product interactions, informing revenue-impacting actions
- Enable operators to drive measurable shifts in guest loyalty, menu optimization, and ordering behavior, accelerating adoption and validating product-market fit.

Business & Revenue Outcomes

- Discovery and validation work directly contributed to \$55M+ in annual revenue, shaping roadmap investments that represent ~35% of the total company revenue.
- Launched Rails Analytics, a net-new BI product, driving a 600% increase in user engagement within 90 days.
- Designed and shipped 4 net-new virtual brand features, including multi-brand discovery and unified checkout experience, increasing order volume and driving revenue growth across 2,400+ restaurant locations.

Organizational Impact

- Promoted to Staff based on sustained OKR delivery, strategic influence, and ability to drive outcomes across multiple business units.
- Serve on hiring committees and mentor designers through critiques, ideation, and career development.

Founding Product Designer @ [Akkadian Labs](#) | Sep 2018 – Oct 2020

- Defined product and design vision as the first designer, leading 3 full-scale redesigns across mobile and desktop.
- Established design practices, systems, and cross-functional workflows in a fast-moving B2B environment.

UX Strategist & Coach @ [Starta Ventures](#) | Oct 2019 – Sep 2020

- Led heuristic evaluations, research synthesis, and strategy workshops for 12+ early-stage startups, helping founders align product decisions with business goals.

UX Instructor @ [Fashion Institute of Technology \(FIT\)](#) | Jan 2019 – Aug 2022

- Taught 12 cohorts (150+ students), emphasizing design thinking, research rigor, and strategic problem framing.
- Developed designers' ability to translate ambiguity into clear, testable solutions.

Prior Experience

Elementary Special Education Teacher @ [The School at Columbia University \(NYC\)](#) and [Cambridge Public Schools \(Cambridge, MA\)](#)

- Designed adaptive learning tools and visual systems to support students with cognitive and language-based disabilities.
- Built deep expertise in behavior change, accessibility, empathy, and iterative problem-solving, which are the foundations of my product practice.

Art Director @ [Luxury Home Magazine](#)

- Led visual direction across print and web for a nationally distributed publication, managing creative systems, budgets, and production constraints.

Education

MS - Elementary & Special Education @ Boston University Wheelock College

BFA - Graphic Design & Visual Art @ Wayne State University