FRANK DURAN

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PROFESSIONAL SUMMARY

Strategic and collaborative Digital Product Manager with 20 years of experience driving digital transformation, leading cross-functional teams, and aligning human-centered design with business objectives. Proven success in developing product roadmaps, enhancing digital communication, and improving user experiences in complex, regulated environments. Adept at applying SAFe Agile practices, UX research, and data analytics to deliver high-impact digital solutions.

CORE COMPETENCIES

Product Strategy | Agile / SAFe | Roadmap Development | Human-Centered Design | UX Research | Data-Driven Decision-Making | Cross-Functional Leadership | KPI Management | Stakeholder Engagement | Service Design | Content Strategy | Platform Migration | A/B Testing | Prototyping | Accessibility | Change Management

TECHNICAL SKILLS

JIRA | Figma | Adobe Experience Manager | HTML/CSS | Javascript | GitHub | Visual Studio | MURAL / MIRO | Adobe Creative Suite | Glassbox | Adobe Analytics | WordPress | CRM & CMS Platforms | Slack | Zoom | ChatGPT | YouTube / TubeBuddy

PROFESSIONAL EXPERIENCE

Digital Product Manager
USAA – San Antonio, TX | Apr 2024 – Present
Lead digital storefront and claims experience transformation. Built strategic service blueprints and executed platform migration to Adobe Experience Manager.

- Developed a multi-year product roadmap for digital insurance communications.

- Applied UX methodologies to streamline web experiences and enhance member empathy.

- Delivered a successful platform migration with optimized content and risk mitigation plans.

Design Director
USAA – San Antonio, TX | Mar 2017 – Mar 2023
Directed UX design for regulatory and customer-facing initiatives across financial products.

- Integrated design and compliance teams to optimize dispute resolution and military benefits workflows.

- Enabled roadmap updates aligned with SAFe Agile development for improved digital compliance and efficiency.

- Scaled operational processes, increasing team velocity and reducing internal meeting load.

Product Manager, Credit Card Services
USAA – San Antonio, TX | Dec 2015 – Mar 2017
Owned product performance and compliance for credit card-related services.

- Piloted "Right Card" initiative using Design Sprints and Agile methods.

- Maintained product health via KPI/KRI management and process documentation.

Lead Experience Strategist
USAA – San Antonio, TX | Aug 2015 – Dec 2015

- Facilitated executive-aligned Design Sprints to validate high-priority product concepts.

- Enabled data-driven decision-making by delivering user-validated prototypes.

Sr. Creative Designer / UX Specialist
USAA – San Antonio, TX | Dec 2011 – Aug 2015

- Led employee-facing design projects resulting in 7 U.S. patents.

- Championed Lean UX and iterative prototyping to accelerate agile delivery.

Realtor
Various Brokerages – San Antonio, TX | Mar 2023 – Present

- Leveraged AI-driven tools and content strategies for marketing automation.

- Developed a YouTube channel with targeted SEO campaigns to drive digital leads.

Chief Digital Officer
Boxes and Arrows – Remote | Jun 2016 – Mar 2021

- Modernized a design publication's digital infrastructure to improve UX and reduce cost.

Instructor, UX/UI Bootcamp
UTSA – Remote | Jul 2020 – Dec 2021

- Mentored aspiring UX professionals with hands-on projects, resulting in job placements across digital design and product roles.

EDUCATION

Artificial Intelligence: Implications for Business Strategy Certificate – MIT Sloan Executive Education

Product Management Certificate – eCornell

M.A. Design Management (candidate) – Savannah College of Art & Design

B.S. Interactive Media – Art Institute of California, San Diego

PATENTS & AWARDS

- 7 U.S. Patents in Digital Product and Experience Design (Web Interaction, Personalization, Content Delivery)

SPEAKING ENGAGEMENTS

Enterprise UX | IA Conference | AIGA | World Usability Day | Cast Tech High School | University of the Incarnate Word