Frank Schalk
Senior Content Designer

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Innovative and creative visual designer with substantial experience in graphic designing, programs management, and UI/UX concepts with a diverse skill set in creating quality visual artwork for a competitive market. Proven aptitude to review and edit existing content for evaluation and make appropriate recommendations to achieve the required outcomes and goals. Well-versed in conducting audits of existing product language to spot gaps and opportunities for immediate impact. Adept at creating and launching role-based learning paths for both new and existing team members. Expertise in evaluating user requirements, establishing creative processes, increasing user experience, and developing visual concepts for the target audience. Instrumental in designing and presenting ideas from the initial briefing stage to completion. Skilled in building, strengthening, and maintaining highly empathetic long-term relationships with key clients, senior management, and co-workers.

Technical Proficiencies

Web / Platforms / CMS:	Squarespace, Wix, Verint, LumApps, Jive SBS, Adobe AEM, IBM Communities, Panopto, Poppulo, Mail Chimp, Google Analytics, WordPress, Blogger, Qualtrics, Documentum, Dropbox, Box
UX / UI Design:	Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, In Vision, Figma, Balsamiq, Apple Final Cut Pro, iMovie, Motion, Garage band, Logic, Camtasia Studio
Language Formats:	HTML5, CSS3, JavaScript, PHP, XML, Responsive Design
Operating Systems	MacOS, Windows, Linux, Microsoft Office Suite, Google G-Suite, Raspberry Pi

Areas of Expertise

- Instructional & Graphic Design
- Marketing Material Development
- Digital Media Management
- Relationship Building
- Intranet Content
- Training Material Development
- Strategic Planning & Execution
- Cross-Functional Collaborations
- Team Leadership & Coaching
- Project Management
- Curriculum Development
- Web Content Administration

Career Experience

Palo Alto Networks, Santa Clara   2020 – 2022
Sr. Digital Media Manager for Global Customer Services

Assumed responsibility for designing, implementing and optimizing media strategies by employing all known digital channels and tools focusing on performance marketing. Drive the line of business growth and deliver an innovative customer experience that tells brand story, acquired and engaged high-value accounts, and meet product growth and adoption goals. Collaborated with lines of business, country marketing managers, digital experience (Web) team, and other key stakeholders on driving acquisition, acceleration, and expansion through media, content planning and targeted digital experiences. Led, trained, and mentored sales and marketing representatives on crafting internal company-wide content and shared best practices for utilizing Lumapps intranet publishing platform.

- Increased GCS Insights newsletter readership and engagement by 37% within one Quarter.

- Improve user accessibility and interactivity by initiating and leading the process to redesign Web content.

- Accomplished in meeting 95% positive sales audience engagement through services for sales internal Web content.

- Attained success in increasing user activity by 57% in second largest internal web content site within Palo Alto Networks.

- Played a pivotal role in developing media strategies, UX/UI design, and implementation of company department monthly digital newsletter for internal distribution, GCS Insights by using Poppulo marketing tool for publication.

- Accomplished in managing, designing, and creating Global Customer Services' internal content, including cross-channel communications and digital resources by leveraging enterprise platform Lumapps.

Cisco Systems, San Jose, CA   2010 – 2019
Program Manager for Customer Experience (CX) & Designer (2018 – 2019)

Designed end-to-end user experiences through brainstorming, conceptual models, use cases and scenarios, personas, wireframe mock-ups, interaction flows, low-fidelity prototypes, and specification documents. Developed strong working relationships with business teams to understand goals and priorities across the company. Partnered closely with engineering and product management to rapidly iterate on designs based on user feedback, tech constraints, and market dynamics. Created Cisco DNA customer experience video, that highlighted the department's contributions to company-wide projects.

- Participated in competition with other Cisco departments and tied for 1st place in a contest.

- Designed UX/UI wireframes for initial publication of Cisco Insider website.

- Tracked 1000 new signups in the first month of launch by directing initial wireframes and launch of Cisco Insider Partner and Customer Success website.

- Structured new internal content pages for Cisco CX that represented High NPS (Net Promoter Scores) for 2018.

- Successfully established Cisco-branded company survey themes for worldwide implementation.

- Constructed prize-winning promotional "Cisco DNA" video showcasing CX initiatives and goals.

- Led content/brand strategy from inception to completion for Cisco CX, Executive Pulse, and Cisco NPS (Net Promoter Score)

Media Project Manager (2015 – 2016)

Collaborated across various disciplines and functions to create intuitive, cohesive, and seamless designs and experiences that aligned with company's brand values. Employed design thinking techniques to collaborate with product management to influence strategy and roadmap. Partnered with user researchers to ensure designs are backed by customer feedback

- Carried out interviews with industry players and edited for online distribution for educational purposes while meeting aggressive launch deadlines.

- Implemented, created, and strategized media and user-interface (UI) design content for Cisco's SkillZone pilot training program under the Social Responsibility department.

Web Content Administrator and Designer (2010 – 2014)

Defined, developed, and delivered projects to enhance website and digital communication tools in ways that align with company strategic goals. Maintained a fresh cohesive website design, monitored web traffic, and increase online marketing presence. Maintained an inventory of web content, including text, images, audio files, and video files. Created and maintained website content, including blogs, articles, press releases, and multimedia content.

- Designed content, web banners, instructional and interactive media, videos, and surveys.

- Served in different roles, including Web Content Administrator/Designer and community manager for Cisco Learning Network.

Palo Alto Networks, Santa Clara, CA   2016 – 2017
Intranet Content Manager

Led a global community of content owners and editors, maintaining overall quality control on content and design as well as developing and implementing policies and standards to ensure effective and engaging intranet content that meets the needs of the business. Drove engagement across the firm, encouraging the adoption of collaboration tools and the provision of insightful analytics to key stakeholders.

- Managed community content creation and strategy for company Intranet on the Jive SBS platform.

- Provided marketing/IT design support for ServiceNow site and internal support mobile applications.

- Increase in Intranet traffic by 40% by playing a pivotal role in company-wide training sessions with department leaders on creating and organizing new and older intranet content.

Apple, Sunnyvale   2014 – 2014
Web Content/Graphics Designer

Partnered with a team of product graphics producers and cross-functional teams (i.e., industrial design, product marketing, product design, manufacturing design and regional compliance teams) to ensure product graphic design that reflects Apple's standards for simplicity and elegance. Developed content graphics Web and mobile platforms across new and sustaining products.

- Served as graphics design lead with the Content Development Group for official Apple Online Store (AOS).
- Attained success in managing content consistency with production designers for both Web and mobile platforms

Additional Experience

Web Content / Graphics Designer, Apple, Sunnyvale
On-Air Advertising, Academy of Art University, San Francisco
Independent Web / Graphic / Video Consultant, San Francisco
Web Designer/Developer for Time Tunnel Collectibles, San Jose
Web Architect/Developer for StudioDP2, San Rafael
Marketing Design Consultant, Anacom Inc., San Jose, CA

Education & Certifications

Master of Arts in Broadcast and Electronic and Communication Arts | San Francisco State University, San Francisco
Bachelor of Arts in Film and Video | University of California, Santa Cruz
UX/UI Design Certification: Spring 2021, UC Berkeley Extension