

Committee: **London Public Library Board**

Organization/Sector represented:

Name: **Brian Frank**

Occupation: **Design Research & Strategy**

Work experience: **Currently (since 2015) work for a user experience (UX) research and product design firm in London. I'm primarily responsible for doing user research and creating and communicating design and strategy recommendations. Clients worked with include 3M Canada, StarTech.com, Trojan Technologies, Leica Biosystems, Fanshawe College, UOIT Libraries, Ivey Publishing, the University of Toronto, and the University of Waterloo. Previously I was a senior research manager at Info-Tech Research Group, where I worked for 4 years. My main areas of expertise included agile project portfolio management, intake & prioritization, technology roadmapping, and organizational change. Responsibilities included designing and delivering workshops for clients including LHSC, the City of Kitchener, the Canadian Red Cross, and others. I also wrote and advised on strategic workforce planning, information governance, emerging technologies, IT operations, and other topics. Prior to that I worked as a freelance writer and started my career in sales and customer service roles.**

Education: **BA in Political Science, McMaster University**

Skills: - **Ability to understand/empathize with user/customer needs and advocate on their behalf.** - **Design thinking and innovation methodologies.** - **Familiarity with a wide range of frameworks and methodologies used in corporate strategy/management, and technology (including experience/familiarity with their limitations).** - **Experience identifying and solving complex problems for a variety of organizations — typically with a large number of stakeholders with different interests and perspectives.** - **Fairly conversant in emerging technologies and technology-enabled practices.** - **Some marketing-related experience.**

Interest reason: **Libraries have contributed a lot to my life and career and this is a chance to give back. I'm also deeply interested in promoting learning and development in the community and helping to keep libraries vital and relevant for years to come.**

Contributions: **As an influencer of change, I've become comfortable articulating new ideas and perspectives that overcome complexity, uncertainty, and conflict.**

Past contributions: **Mainly limited to informally sitting in on board meetings and providing input/advice, with some experience helping organize community events.**

Interpersonal: **My primary responsibility in my work is to listen, observe, and learn from diverse groups of people and facilitate change in a way that is viable, feasible, and creates value for everyone.**

Interview interest: **Yes**