

# Frank Garofalo

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## CAREER SUMMARY:

User experience architect with a focus in web development, graphic design and interactive multimedia. Employment experience with various media and entertainment companies. Quality driven professional with leadership experience and strong problem solving. Recognized by leadership for demonstrating adaptability and dedication to organizational goals.

## EDUCATION:

**Purdue University** – College of Technology, West Lafayette, IN

- M.S. Computer Graphics Technology 2010  
Conducted an exploratory research study of team-based collaboration for multi-touch interfaces and devices; US Provisional Patent filed for hardware developed; Adobe Design Achievement Awards 2010 Semifinalist  
Cumulative GPA: 3.36 / 4.0 scale
- B.S. Computer Graphics Technology, specialization in Interactive Multimedia 2008  
Minor: Management Marketing (Krannert School of Management)  
Cumulative GPA: 3.50 / 4.0 scale; Major GPA: 4.0 / 4.0 scale

## PATENTS:

U.S. Patent (Provisional) #61/327,354 "Collaborative Touch: A Multi-user Collaboration Multi-touch Device," filed April 2010 in partnership with Purdue Research Foundation

## PROFESSIONAL EXPERIENCE:

**Garofalo Enterprises Inc d.b.a. Cyber View - Louisville, KY**

Principal Consultant 7/1999 – Current

- Started the company in July of 1999 as *Cyber View* and incorporated the business in August 2000
- Accumulated in 12 years over 45 customers in 3 countries
- Managed projects encompassing business strategy, creative aesthetic design, dynamic web programming, database development, and information architecture
- Developed a content management system in 2004, called *CyberStudio* (ver. 5 released September 2010)
- Developed a residential life management system in 2007, called *ResLife Portal* (ver. 4 released January 2012)

**Esri - Redlands, CA**

UI / Human Factors Engineer (Professional Services) 7/2011 – Current

- Led user experience strategy workshops with cross-functional teams of project managers, consultants, developers, marketing specialists and training coordinators.
- Designed wireframes, mock-ups and prototypes to collaborate with key stakeholders
- Translated complex functional and technical requirements into detailed user experience architecture and design
- Facilitated usability testing studies for web-based and desktop-based systems

**Garmin International - Olathe, KS**

User Experience Developer (Marketing / Web) 2/2011 – 6/2011

- Collaborated with cross-functional teams of business stakeholders, analysts, architects, developers, graphic designers, and copywriters to design, develop, and implement innovative & cutting-edge interfaces
- Developed interactive UX prototypes to illustrate & document the optimal online experience
- Defined specifications for Internet projects following latest online standards, technologies, and trends

User Experience Designer (Engineering / Consumer Products) 9/2010 – 2/2011

- Discovered and addressed a user/customer experience issue to save an est. \$2.1 million annually
- Developed over 15 project concepts for stakeholders to maximize user-centered design through a balance of aesthetics, functionality, language translations, and usability for Garmin's personal navigation devices
- Prepared and presented design recommendations based on business goals, user research, UCD and information architecture principles to C-Level Management
- Leveraged user testing research, user personas, task/goal analysis, heuristic and competitive reviews to craft industry-leading user experiences
- Created and refined user-experience through wireframes, work-flow diagrams, and prototypes

## **The Walt Disney Company: Disney College Program - Orlando, FL**

Campus Representative for Purdue University

1/2006 – 8/2010

- Designed a marketing campaign to increase awareness of the Disney College Program to students and faculty
- Partnered with Disney College Recruiting to motivate students to attend either a live or online presentation
- Mentored to Disney College Program participants from Purdue University

Marina Operations, Life Guard, and Lake Patrol - Internship

5/2005 – 1/2006

- Recipient of the Silver Whistle Quarterly Award for outstanding job performance, service, quality and dedication
- Established guest service skills in high volume area; displayed adaptability in a diverse work environment
- Increased sales at the Marina by designing a new Specialty Cruise Flyer

## **University Residences - Purdue University**

Staff Resident at Cary Quadrangle

8/2007 – 8/2010

- Directly managed an award-winning staff of 9 resident assistants in a building of 345 residents, while supervising an overall staff of 30 resident assistants in a complex of 1,164 residents
- Coordinated emergency situations involving residents with police, paramedics, and fire
- Planned and led training sessions for 30 resident assistants
- Conducted bi-annual performance evaluations for staff members

Resident Assistant at Cary Quadrangle

8/2006 – 5/2007

- Recipient of the Cary Quadrangle Resident Assistant of the Year Award 2006-2007
- Established a community environment among 40 residents conducive to learning and personal development
- Developed and initiated programs centered on education, personal development, engagement, and diversity

## **Bank of America - Charlotte, NC**

eCommerce Technology Sales & Fulfillment/Marketing – Internship

5/2007 – 7/2007

- Improved internal communication by launching a wiki as a knowledge management repository
- Served as the Technical Delivery Lead to on-board new affinity cards for July & August 2007, budget: \$60,000
- Collaborated to innovate new offering of Bank of America desktop widgets using XML and AJAX technology

## **PUBLICATIONS:**

Garofalo, F. (2011, May). Capturing What You're Not Implementing. *UX Magazine*.

Posted at <http://uxmag.com/strategy/capturing-what-youre-not-implementing>

## **GRAPHICS & SOFTWARE PROFICIENCIES:**

- *Advanced:* HTML 5, CSS 3, jQuery, JavaScript / AJAX, PHP, MySQL, XML/RSS, Adobe Flash, ActionScript 2.0 & 3.0, Adobe Integrated Runtime (AIR), Adobe Dreamweaver, Adobe Photoshop, Raster & Vector Imaging, Adobe Illustrator, Adobe Flash Catalyst, Balsamiq
- *Intermediate:* Adobe Flex, Adobe InDesign, Microsoft SQL, Axure

## **PROFESSIONAL SOCIETIES & MEMBERSHIPS:**

Usability Professionals Association (UPA) Member ([www.upassoc.org](http://www.upassoc.org)) – Since August 2011

ACM SIGGRAPH Member ([www.siggraph.org](http://www.siggraph.org)) – Since August 2005

ACM SIGCHI Member ([www.sigchi.org](http://www.sigchi.org)) – Since September 2008

The Order of Iron Key ([www.purdue.edu/ironkey](http://www.purdue.edu/ironkey)) Class of 2008 – A prestigious senior honor society whose goal is to create a service project to benefit the Purdue community; team raised \$110,000; 1 of 14 seniors

Mortar Board - Barbara Cook Chapter ([www.purdue.edu/mortarboard](http://www.purdue.edu/mortarboard)) – Class of 2008

Adobe Student Representative for Rich Internet Applications at Purdue University – 2008 - 2010

## **AWARDS, HONORS, AND OTHER ACTIVITIES OF DISTINCTION:**

Adobe Design Achievement Awards 2010 - Semi-finalist - submission "Multi-user Collaboration" within the "Non-Browser-Based Design" category, based upon graduate research

IT Summit 2008 at Purdue University Poster Competition – Third Place Research Poster entitled "*cgCentral: An AIR Application for Managing Course Information and Simulation Data*"

Adobe Dev Connection Content Contributor – Topics: Education, Adobe AIR, Multi-touch (2008 - 2010)

Senior Design Research Project initiated the research collaboration between Adobe Systems Inc and Purdue College of Technology

## **REFERENCES:**

(Contact information for references is available upon request)

L.T. Hawkins

Vice President for Student Affairs, Purdue University

Robert J. Brophy

former Residential Life Manager, Purdue University (Manager for 3.5 yrs)