

Frank Marchese

ui / ux creative leader • digital product experience designer

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summary:

A problem solver, specializing in both user interface and user experience design and strategy. Hands-on experience designing for web, mobile, and emerging digital delivery platforms as well as team leadership, mentoring and growth. Demonstrated passion and desire to innovate and push boundaries creatively, conceptually and strategically to evolve the user experience.

expertise:

Mission & vision setting, creative direction, interface & interaction design, design systems, motion design and micro-interactions, user centered design, concept, strategy, organizational planning, problem-solving, stakeholder and user interviews, heuristic analysis, story mapping, user flows, prototyping, html, css, flexbox, Figma, chatGPT, mentoring and leading designers and design teams

work history:

FactSet Research Systems | Norwalk, CT | Apr 2017-present

Vice President / UX Director, Design Systems

- Spearhead the future of the FactSet, leading the team responsible for establishing the vision of an industry-leading conversational AI driven user experience
- Hire, grow and manage a team responsible for maintaining the visual standards for the product ecosystem, insuring that this design system is understood and used consistently across all FactSet products
- Lead and help coordinate efforts to move our products and the organization forward by helping teams to make UX an integrated part of the product development process
- Partner with Senior leadership to create the mission for the team, and develop strategies to execute a cohesive vision, aligned with the organizational goals

A+E Television Networks | New York, NY / Stamford, CT | Jan 2014-Dec 2013

Art Director, Mobile and Emerging Media > Art Director, Digital Media (aetv.com)

- Raise and maintain the standards of UI and UX for all A&E Networks mobile and OTT apps
- Conceptualize, define and lead the execution of new products, as well as updates and improvements to existing apps
- Establish and maintain the overall vision for aetv.com, consistent with the A&E brand identity
- Recommend and ensure the execution of best practices in IA, UX, and UI
- Set the design direction and assume responsibility for quality of visuals and user interaction
- Define, document and coordinate development techniques and procedures
- Supervise and mentor both staff and freelance designers and developers
- Push the creative and technological boundaries of A&E's digital content

Evolution Interactive llc | Stamford, CT | Nov 2001-Jan 2007

Freelance Art Director / Web Developer

- HTML and CSS web site production, Flash animation, interactive site design and development
- Motion graphic design for on-air and consumer products promotions

ASC Technologies | Stamford, CT | Sep 2000-Oct 2001

Art Director > Senior Designer

- Site architecture, graphic interface design, web site production, Flash animation
- Usability testing, QA/QC

International Masters Publishers | Stamford, CT / New York, NY | Feb 1993-Nov 1999

New Media Manager > Art Director > Senior Designer > Graphic Designer

- Evaluate emerging trends, develop strategies to monetize print assets in the digital space
- Supervise graphic design team. Commission illustration, set-up and direct photo shoots
- Design of logo and identity systems, packaging, promotion and marketing collateral

education:

Executive Education Program
Yale University - Yale School of Management
New Haven, Connecticut
Aug 2016

BFA in Graphic Design

The University of the Arts
Philadelphia, Pennsylvania
May 1992

AAS in Advertising Art & Design

SUNY at Farmingdale
Farmingdale, New York
May 1989

awards & acknowledgments:

2015 The Webby Awards,
Mobile Sites & Apps: Travel (Handheld devices) – HISTORY Here™

2015 GD USA, American Web Design Awards – HISTORY Here™

2014 BDA Gold, Channel Website: Use of interactive media – aetv.com

2013 BDA Gold, Art Direction & Design: Flash animation for web site – aetv.com/coma

2011 BDA Silver, Program Promotion/Non-Fiction/ Reality/Interactive – aetv.com/teach-tony-danza

2010 BDA Gold and Bronze, Interactive Content Promotion/Non-Fiction/Reality – aetv.com/hoarders & aetv.com/tattoo-highway

2010 BDA Bronze, Interactive Art Direction/Design/Animation – aetv.com/crime-360/evidence-locker

2010 IMA, Outstanding Achievement – “Entertainment” for aetv.com/the-jacksons-a-family-dynasty

2009 W3 Silver, aetv.com/rocco-gets-real

2008 W3 Gold, aetv.com/paranormal-state

2008 IMA, Outstanding Achievement – “Television” for aetv.com/paranormal-state

2007 IMA, Outstanding Achievement – “Television” for aetv.com

2005 BDA Gold, “Online Advertising” for Band of Brothers 30-second animated trailer

2004 BDA Bronze winner, “Best Web site – Entertainment / Special Event Programming” for JFK: A Presidency Revealed, designed and developed for The History Channel