FRANK GAETE

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OVERVIEW & OBJECTIVE

I am a UI/UX designer with over 24 years of experience across numerous verticals and organizations ranging from small startups to global fortune 500. I advocate for user centered design based on user empathy, UX research; user empathy, creative cross team collaboration; design pattern libraries, and other considerations that support the design and delivery of optimized user experiences.

SUMMARY OF QUALIFICATIONS

I've held various roles in UI/UX including Senior Designer, Architect and Director where I've designed and architected UI/UX ("UIX") systems for internal and external clients, B2B and B2C, direct consumer facing applications and large enterprise SaaS application platforms.

I've been described as a passionate and driven UIX designer who often exceeds expectations in fast paced, multi-project environments; is committed to delivering great user experiences; is an enthusiastic and creative collaborator; is sensitive to business goals; has a strong ability for conceptualizing and communicating ideas; is an effective project and team leader; and enjoys continuous learning and improvement.

In recent roles, my focus has been on designing and improving the UX design lifecycle which includes requirements gathering; cross team collaboration; identifying and solving problems, ideation and conceptualizing UI/UX designs via hand sketching, wireframes, HiFi mockups and HTML/CSS/jQuery prototypes; building and maintaining style guides and design pattern libraries; developing usability tests and leveraging UX research.

CORE SKILL AREAS

- ❑ Ideation, sketching, wireframing
- ❑ Rapid UI/UX prototyping using Adobe XD, Photoshop, Balsamiq, InVision, Axure, Sketch
- ❑ Desktop, mobile, responsive design for various devices and channels
- ❑ Adobe Creative Cloud
- ❑ HTML, CSS
- ❑ Bootstrap, jQuery
- ❑ .Net, Visual Studio, Azure
- ❑ Content Management Systems
- ❑ Agile Scrum
- ❑ MS Office, JIRA
- ❑ Project & team management
- ❑ Cross team communication and collaboration

PERFORMANCE HIGHLIGHTS

Over the past 10 years I've focused on enterprise /SaaS platform applications. Some key highlights include:
- ❑ Developed several successful user centered design systems to provide consistent UI/UX across multi-application platforms for network, financial, human capital and mass transit industry industries.
- ❑ Defined and set standards and methods for UX research; UI/UX design and development; collaborations with stakeholders/clients; and ensured consistency across product design and corporate communications.
- ❑ Excited and motivated stakeholders (clients and coworkers) with new possibilities of user experience enhancements for our product/services platform by developing and sharing ideas and design concepts; processes and methods; resources and tools to succeed.
- ❑ Helped drive new UI/UX design and development throughout financial industry applications for institutions including JP Morgan Chase, Fidelity, Charles Schwab, Wells Fargo, TD Bank, and others.
- ❑ Built and managed teams including a highly successful team of 10 UI/UX designer-developers at Broadridge.
- ❑ Proved the value and benefits of engaging the UI/UX team before application development. While at Broadridge, this resulted in a re-structured SDLC process where projects are first prototyped by the UI/UX team in a fully agile process which increased efficiency and provided significant time and cost savings.

❑ Designed a first-of-its-kind Investor Communication Portal for Broadridge's financial institution clients. This helped maintain relationships with several large financial institution clients, saving hundreds of thousands of dollars in annual revenue and attract new clients.

PROFESSIONAL EXPERIENCE

NextEra/Florida Power & Light
Sr. UX Designer/Researcher, Jan 2020 – present, Jupiter FL

- Design interfaces and experiences for nuclear power enterprise applications

- Plan and execute UX research; analyze data to guide design enhancement recommendations; help standardize UX research methods and processes for future testing

- Develop new design patterns for application screens and workflows using Adobe XD, Sketch, and UXpin

- Collaborate with nuclear team members; product owners and enterprise UX designers to ensure consistency across products

Clever Devices
UIX Architect, Sep 2017 – Dec 2019, Woodbury NY

* Design interfaces and experiences across several major product groups for native desktop, web-based and mobile applications via requirements, business goals, user research/feedback

* Promote the need and value of UX research early in the design process; define and perform research processes and methodologies including usability testing, interviews, surveys, metrics and more; meet with clients to understand user roles, how they use our products, what the pain points are, what can help make our products easier to use; analyze that information to deliver user-centered design enhancement recommendations; validate implemented solutions

* Develop design pattern libraries and style guides; define UI and UX policies and standards including design approach; design themes; and software and hardware recommendations

* Collaborate with various teams including marketing; software engineers; product and project managers, and others to ensure consistency across products and corporate communications

Freelance
UIX Architect Consultant, Feb – Aug 2017, Coram NY

Valiant Solutions
Senior UIX Architect / Director, Jul 2016 – Feb 2017, Woodbury NY

- Provided overall UI/UX design for entire SaaS platform across desktop and mobile devices

- Led ideation sessions with executives, dev leads, business analysts, art director, project manager and other stakeholders; conceptualized various design ideas via wireframes, workflows, mockups and HTML/CSS prototypes

- Worked with Creative Director and other Marketing team members to ensure alignment across web apps and corporate communications and redesigned corporate site using WordPress

- Created, maintained and communicated UI/UX policies including design; HTML and CSS coding; design/development approaches; cross browser testing; responsive web design; HTML email; accessibility standards; continuous improvement and more

- UX research including usability test development, surveys, analyze usage metrics, set goals, organize and communicate results/feedback, document UI/UX recommendations and more
- Redesigned corporate site using WordPress and X Theme

Broadridge Financial Solutions
Lead UI/UX Designer-Architect, *Apr 2011 – Jul 2016, Edgewood NY*

- Converted business requirements and user research into sketches, wireframes, high fidelity mockups, HTML-CSS-jQuery prototypes for multiple projects
- Created, maintained and communicated UI/UX policies including design; coding; design/development approaches; supported browsers; cross browser testing; responsive web design; HTML email; accessibility standards; and more
- Provided creative direction and technical UI/UX guidance for my team, all internal and external web based, data intensive projects; desktop and mobile, single applications and application platforms
- Worked with various financial application teams including tax, transfer agency, shareholder, banks, brokers, shared data services, corporate governance, proxy voting, mutual funds, universal e-delivery
- Worked with executives; business managers; technical managers; programmers; database architects, business analysts and other stakeholders to successfully meet UI/UX requirements
- Collaborated directly with software engineers to successfully integrate UI/UX design and coding elements into Java and .Net environments using WebSphere, Visual Studio and Team City continuous integration
- Promoted proficiency with current tools/languages and reserved time for research and adoption of newly selected tools/languages/approaches such as Adobe XD

CA Technologies (Computer Associates)
Web Developer for Internet Marketing team, Nov 2009 – Mar 2011, Islandia NY

- Developed and managed content for ca.com web site related to product pages, special events, special projects, webcasts, "CA World" and other areas using HTML; CSS; Photoshop and CMS (Sitecore, Rhytmyx)

OTHER PROFESSIONAL EXPERIENCE (1997-2009)
- **The Creative Group**: *Web Site Designer / Developer,* Rockville Center NY
- **Veritas Laboratories**: *Senior Designer / Developer / Project Manager,* Bohemia NY
- **Dowling College**: *Web Services Administrator,* Oakdale NY
- **theglobe.com**: *Web Producer/Developer,* Manhattan NY
- **Channel21 Productions**: *Webmaster/Technical Manager,* Miller Place NY

EDUCATION
Hofstra University / Dowling College
Internet Architecture, Client/Server systems

Adelphi University, Garden City
B.A. Social Science

FOREIGN LANGUAGES
Spanish, fluent

MILITARY EXPERIENCE
US Army Reserve. Highest Rank: Sergeant.
Honorable Discharge