

PRESS RELEASE – FOR IMMEDIATE RELEASE

Frank Garofalo to speak, remotely, at Purdue Foundry Grounds.

REDLANDS, California – June 2017—Garofalo Studios announces principal consultant Frank Garofalo will remotely (via Skype) deliver a presentation, “Ideas, Human Experience, & ROI,” at Purdue Foundry Grounds on Friday, June 9th, at 9a.m. (Eastern) in the Burton D. Morgan Center for Entrepreneurship (1201 W State St, West Lafayette, IN 47906), on the Purdue University West Lafayette campus.

The Purdue Foundry assists early-stage Purdue related startups through the ideation and market validation stages in West Lafayette, Indiana. For more information about the Foundry, visit

www.PurdueFoundry.com.



Frank Garofalo

Frank Garofalo, has worked in the web and interactive industry since 1999. Over the years, he has had employment experience with various companies, such as Esri, The Walt Disney Company, Bank of America, Cyber View, and Garmin.

Through his past employment background, Garofalo has been involved with design and user experience efforts on projects for Fortune 100 companies, US Federal agencies, and with budgets of over \$12 million.

Prior to becoming a full-time entrepreneur, Garofalo managed a 35+ person department of User Experience Architects, User Interface Designers, Icon Designers, and Usability Research experts, at a billion-dollar software company in Southern California. In July 2016, Garofalo founded Garofalo Studios (www.garofalostudios.com), a user experience and interactive strategy consulting agency.

When he’s not consulting, Garofalo is either working on ResLife Portal (www.reslifeportal.com), a web-based application for residential life management system for colleges and universities; or during the winter months, he can be found on the ski slopes.

Garofalo holds a Master’s Degree in Computer Graphics Technology from Purdue University for his research in multi-user collaboration with multi-touch devices; and a Bachelor of Science degree in Computer Graphics Technology from Purdue University.

Livestream of the Purdue Foundry Grounds presentation will be available:

<https://livestream.com/Foundry/fg69>

For all publicity related inquiries, speaking engagement related inquiries and requests of Frank Garofalo, please contact press@garofalo.co.

About Garofalo Studios

Garofalo Studios (www.garofalostudios.com), a professional service from Garofalo Enterprises, Inc., is a user experience and interactive strategy consulting agency that works with organizations to create solutions which engage and delight the people who use them. We specialize in Enterprise UX, and

Location Intelligence + UX. Garofalo Enterprises, Inc. (www.garofalo.co) provides web and digital services to organizations across the globe. UX Design services for tech startups and entrepreneurs are available at: www.uxsubscription.com

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