Garofalo
enterprises

Frank Garofalo to speak at Orange County User Experience Meetup on Nov 16th

SAN DIEGO, California – October 2017— Garofalo Studios announces principal consultant Frank Garofalo has been invited to present, "SoCal UX Camp Reboot: The Business of UX—Being a Designer is Not Enough," at the Orange County User Experience (OCUX) Meetup on Thursday, November 16th 2017, at the Eureka Building (1621 Alton Parkway, Irvine, CA). The meetup event runs 6:30 PM to 9:00 PM Pacific. Price is $10.00 per person. Register to attend: https://www.meetup.com/Orange-County-User-Experience/events/244310599/

This presentation was originally given in August 2017 at the SoCal UX Camp 2017 (www.socaluxcamp.com). Most User Experience (UX) practitioners traditionally focuses on three areas: Design, Development, and Research. Frank will highlight the importance of a fourth key factor: Business, including the core areas of: product management, product marketing, sales, and strategy. The mission of a top-notch UX team is to balance the following four attributes: needs of the person (customer), needs of the organization (business), what aesthetically looks pleasing (design), and what functionally works well (development).

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, Frank 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, Frank 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, Frank founded Garofalo Studios (www.garofalostudios.com), a user experience (UX) strategy and creative problem-solving consulting agency based in San Diego, California.

When he's not consulting, Frank 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.

Frank 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.

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

About Garofalo Studios

Garofalo Studios (www.garofalostudios.com), a professional service from Garofalo Enterprises, Inc., is a user experience (UX) strategy and creative problem-solving consulting agency that works with organizations to create solutions which engage and delight the people who use them.
UX Design services for tech startups and entrepreneurs are available at: www.uxsubscription.com

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