

PRESS RELEASE – FOR IMMEDIATE RELEASE

Frank Garofalo to be a presenter & panelist at San Diego Startup Week on Wed May 29th



SAN DIEGO, California – May 2019— Garofalo UX is excited to announce principal consultant Frank Garofalo will be a presenter and panelist at San Diego Startup Week, hosted by Startup San Diego, on Wednesday, May 29th at the San Diego Convention Center.

The full event runs Tuesday, May 28th in Tijuana, Mexico; Wednesday, May 29th through Saturday, June 1st at the San Diego Convention Center; Sunday June 2nd in Carlsbad, California; and, Monday, June 3rd Barrio Logan, California. Tickets must be purchased to attend the event.

Startup San Diego is a non-profit organization with a mission to help grow and strengthen the entrepreneurial and startup ecosystem within Greater San Diego. While Startup San Diego hosts many events throughout the year, the largest annual event is San Diego Startup Week.

The presentation, titled “**TOOLKIT: Methods and Techniques for Understanding Your Target-Audience**”, will be part of the “**Idea Track**,” focused on helping entrepreneurs and startup founders to generate and evaluate their ideas. The presentation will take a user experience and user-centered design approach to common ideation and brainstorming techniques. Frank is also a volunteer for Startup San Diego.

For details about the event, visit: <https://startupsd.org/sw2019/schedule/>

Purchase a ticket for the event, visit: <https://www.eventbrite.com/e/san-diego-startup-week-2019-tickets-55447363557>

About Garofalo UX

Garofalo UX (www.garofaloux.com), a professional service from Garofalo Enterprises, Inc., is a user experience (UX) strategy and creative problem-solving consulting agency helping Enterprise & StartUp Tech companies to create engaging and innovative experiences.

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