

Garofalo UX is a User Experience (UX) Strategy and Creative Problem-Solving consulting agency helping Enterprise, StartUp, and Government agencies to create engaging and innovative experiences.

Garofalo Enterprises, Inc. dba Garofalo UX is an IRS verified S-Corp small business, privately-owned and operated.

#### What sets Garofalo UX apart?

- Over 19 years of experience in the web industry.
- Strategic blend of Graphic Design, Computer Programming, Ethnographic Research, and Business Operations.
- Past large corporate managerial experience, as well as designing interfaces for consumers, government, and enterprise.
- Professional experience with industries: Agriculture, Federal, State, Local, Facilities, Public Works, Emergency / Disaster Management, Homeland / National Security, Law Enforcement, Wildland Fire Management, Public Health, Human Services, Public Transit, Railways, Ports and Maritime, Electric, Gas, Water, and Wastewater.

#### Core Capabilities

##### CONSULTING

- User Experience (UX) Strategy
- Web & Information Architecture Strategy
- Design Leadership and Brainstorm Facilitation
- UX Storyboarding & UX Mapping
- User-Centered Design for Enterprise & Organizations
- UX & Agile/Scrum Methodology
- Service Design
- Card Sorting / Affinity Diagramming
- UX Coaching & Mentorship

##### CREATIVE

- Product Ideation/Strategy
- Interactive Strategy
- Information Architecture
- Interaction Design & Low-fidelity Wireframing
- User Interface / Visual Design
- Rapid Prototyping
- Logo design, branding, & Web Design

##### RESEARCH

- Observational, Usability Research Studies
- Field Research
- User Interviews
- Contextual Inquiries
- Persona / Target-Audience Identification

#### What is User Experience (UX)?

User Experience (UX) is a person's perceptions and responses that result from the use or anticipated use of a product, system or service.

Source: ISO 9241-210

#### General Information

Registered Company Name: **Garofalo Enterprises, Inc.**

DBA: **Garofalo UX**

Year Incorporated: **July 26, 2016**

State of Incorporation: **California**

Corporation Type: **Subchapter S**

D-U-N-S Number: **08-036-8167**

CAGE Code: **7PV59**

#### Contact Information

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Location: **San Diego, California USA**

#### North American Industry Classification System (NAICS)

- 541511 - Custom Computer Programming Services
- 541430 - Graphic Design Services
- 541512 - Computer Systems Design Services
- 541519 - Other Computer Related Services
- 541611 - Administrative Management and General Management Consulting Services
- 541618 - Other Management Consulting Services

#### Partnerships & Memberships



#### Major Clients

- Microsoft
- Indeed
- RAMP Enterprises, LLC
- Immersion Data Solutions