

PRESS RELEASE – FOR IMMEDIATE RELEASE

Frank Garofalo selected as a recipient of the 2018 Purdue University Old Masters Rising Professionals

SAN DIEGO, California – January 2018— Garofalo UX announces principal consultant Frank Garofalo has been selected as a recipient of the 2018 Purdue University Old Masters Rising Professionals. The program will take place on March 4-5, 2018 at the West Lafayette, Indiana campus of Purdue University. To hear from the young alumni 2018 Rising Professionals, please attend the Campus-Wide Panel on Sunday, March 4th at 4:00 PM (more details at <http://www.purdueoldmasters.org/>).

As described on the Rising Professionals web site, “a Rising Professional is to inspire underclassmen Purdue students, encouraging them to take advantage of the plethora of opportunities Purdue offers ...the main goal of the program is to ignite ambition in our Purdue student body and for them to realize the impact that the Purdue experience can have on their futures.”



As one of the six selected young alumni recipients for the 2018 Purdue University Old Masters Rising Professionals, Frank Garofalo holds a Bachelor of Science in Computer Graphics Technology with a Management Marketing Minor (2008). He then went on to receive his Master of Science in Computer Graphics Technology in 2010. During his time at Purdue, he was a Resident Assistant and Staff Resident in Purdue University Residences, a member of Epsilon Pi Tau Gamma Rho Chapter, a member of the Order of the Iron Key Leadership Honorary, a member of Honorary for Professionals in Technology, and a member of the 2008 Mortar Board Cook class. Mr. Garofalo interned with The Walt Disney World Resort, where he returned to campus and served as the campus representative at Purdue University. Frank held a multitude of jobs, including Principal Web Designer for Cyber View, Creative Lab Interactive Manager for Esri, and User Experience Designer (Engineering/Consumer Products) for Garmin before settling into his current as the Principle Consultant and Creator at ResLife Portal and the Principal Consultant and Founder of Garofalo UX (formerly Garofalo Studios). [Source: <http://www.purdueoldmasters.org/rising-professionals/rising-professionals/> retrieved on 4-Jan-2018]

About Purdue Old Masters – Rising Professionals

Intended to work alongside the Purdue Old Masters program, the Purdue Rising Professionals program exists to unite distinguished young Purdue alumni with underclassmen to inspire the pursuit of the full Boilermaker experience. Built as part of the Purdue Old Masters program, one of the most honored and rewarding experiences that Purdue University has to offer, the Rising Professionals program looks for individuals who have achieved early career success. Each year, a panel of student leaders at Purdue will select a group of individuals who embody qualifications of extraordinary career and life experiences,

well-rounded accomplishments, and involvement during their time at Purdue. For more information, visit: <http://www.purdueoldmasters.org/rising-professionals/>

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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