

Frank Marchese

ui / ux creative leader • digital product experience designer

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summary:

A problem solver, specializing in both user interface and user experience design strategy. Hands-on experience designing for desktop, ott, iOS and Android mobile applications, prototyping for web, mobile, and other digital delivery platforms. Demonstrated passion and desire to innovate and push boundaries creatively, conceptually and strategically to help evolve the interactive experience.

expertise:

Creative direction, interface & interaction design, motion graphics, user centered design concept, strategy, planning, problem-solving, presentation, delivery stakeholder and user interviews, heuristic analysis, story mapping, user flows, wireframes prototyping, html, css, adobe creative suite, sketch, figma, proto.io

work history:

FactSet Research Systems

Norwalk, CT

Vice President / Director, Visual Design

April 2017-present

- Partner with Senior leads to create the mission for the team, and develop strategies to execute a cohesive vision, aligned with the organizational goals.
- Lead and help coordinate efforts to move our products and the organization forward by helping teams to make UX an integrated part of the product development process.
- Manage a team responsible for maintaining the visual standards for the product ecosystem, insuring that this design system is understood and used consistently across all FactSet products, while simultaneously spearheading the design and development of the "next generation" of FactSet product offerings.

A+E Television Networks

New York, NY / Stamford, CT

Art Director, Mobile and Emerging Media

January 2014-March 2017

- Raise and maintain the standards of UI and UX for all A&E Networks mobile and OTT apps
- Conceptualize, define and lead the execution of new products, as well as updates and improvements to existing apps

Art Director, Digital Media (aetv.com)

January 2005-December 2013

- Establish and maintain the overall vision for aetv.com, consistent with the A&E brand identity
- Recommend and ensure the execution of best practices in IA, UX, and UI
- Set the design direction and assume responsibility for quality of visuals and user interaction
- Define, document and coordinate development techniques and procedures
- Supervise and mentor both staff and freelance designers and developers
- Push the creative and technological boundaries of A&E's digital content

Evolution Interactive llc

Stamford, CT

Freelance Art Director / Web Developer

November 2001-January 2007

- HTML and CSS web site production, Flash animation, interactive site design and development
- Motion graphic design for on-air and consumer products promotions

ASC Technologies

Stamford, CT

Art Director / Senior Designer

September 2000-October 2001

- Site architecture, graphic interface design, web site production, Flash animation
- Usability testing, QA/QC

International Masters Publishers

Stamford, CT

New Media Development Manager / Art Director / Senior Designer / Graphic Designer

February 1993- November 1999

- Evaluate emerging trends, develop strategies to monetize print assets in the digital space
- Supervise graphic design team. Commission illustration, set-up and direct photo shoots
- Design of logo and identity systems, packaging, promotion and marketing collateral

education:

Executive Education Program
Yale University - Yale School of Management
New Haven, Connecticut
august 2016

BFA in Graphic Design
The University of the Arts
(Philadelphia College of Art and Design)
Philadelphia, Pennsylvania
may 1992

AAS in Advertising Art & Design
SUNY at Farmingdale
Farmingdale, New York
may 1989

awards & acknowledgments:

2015 The Webby Awards,
Mobile Sites & Apps: Travel (Handheld devices) – HISTORY Here™

2015 GD USA, American Web Design Awards – HISTORY Here™

2014 BDA Gold, Channel Website:
Use of interactive media – aetv.com

2013 BDA Gold, Art Direction & Design:
Flash animation for web site –
aetv.com/coma

2011 BDA Silver, Program Promotion/Non-Fiction/ Reality/Interactive –
aetv.com/teach-tony-danza

2010 BDA Gold and Bronze, Interactive Content Promotion/Non-Fiction/Reality –
aetv.com/hoarders & aetv.com/tattoo-highway

2010 BDA Bronze, Interactive Art Direction/Design/Animation –
aetv.com/crime-360/evidence-locker

2010 IMA, Outstanding Achievement –
"Entertainment" for aetv.com/the-jacksons-a-family-dynasty

2009 W3 Silver, aetv.com/rocco-gets-real

2008 W3 Gold, aetv.com/paranormal-state

2008 IMA, Outstanding Achievement –
"Television" for aetv.com/paranormal-state

2007 IMA, Outstanding Achievement –
"Television" for aetv.com

2005 BDA Gold, "Online Advertising" for Band of Brothers 30-second animated trailer

2004 BDA Bronze winner, "Best Web site – Entertainment / Special Event Programming" for JFK: A Presidency Revealed, designed and developed for The History Channel