

FRANK MARCHESE

STORY BUILDING • SYSTEMS & CONTINUITY • EXPERIENCE DESIGN

CONTACT

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CORE EXPERTISE

Experience & Storytelling

Experience Strategy · User-Centered Design
· Visual Storytelling · Interaction Design ·
Information Architecture · Prototyping

Systems & Continuity

Design Systems · Cross-Platform Experience
Design · Visual Language & Identity ·
Scalable Component Libraries · Design
Governance

Creative Leadership

Creative Direction · Multidisciplinary
Collaboration · Concept Development ·
Strategic Vision · Team Building &
Mentorship · Stakeholder Communication

TOOLS & PRACTICES

Procreate · Figma · Adobe Creative Suite ·
HTML & CSS · ChatGPT · Claude Code

Concept Development · Wireframing &
Prototyping · Visual Design · Design Systems
Documentation

SELECTED PORTFOLIO

Traction Yards: The Story Behind the Story

Research, narrative development, and
world-building for a proposed Indianapolis
themed entertainment destination.

Echoes of the Past

Guest experience concept, storyboards, and
preliminary show-system exploration for an
immersive nighttime trolley experience.

PROFILE

Creative leader and experience designer with a career spanning interactive media, digital products, visual storytelling, and design systems. Experienced in shaping cohesive experiences across complex environments—connecting individual interactions to a larger vision through research, narrative, visual language, and thoughtful design.

My work has centered on helping people navigate information, understand systems, and engage with ideas in meaningful ways. From entertainment platforms to enterprise-wide design systems, I've guided multidisciplinary teams in translating creative strategy into experiences that are intuitive, consistent, and memorable.

Now extending that approach into themed entertainment and location-based experiences through certificate studies at Purdue University, exploring how storytelling, environments, and technology can work together to create a sense of place.

STUDENT PROJECT WORK

TRACTION YARDS — CONCEPT DEVELOPMENT

Purdue University | Client-Facing Academic Project for Hendricks Property Group

Indianapolis, Indiana | 2026

- Developed an original experiential and placemaking concept for a real-world redevelopment opportunity, drawing on Indianapolis's electric interurban history.
- Created a narrative framework connecting the site's transportation heritage with contemporary guest experiences, environmental storytelling, and a cohesive sense of place.
- Conceived *Echoes of the Past*, a proposed nighttime immersive experience using a historic trolley, volumetric holograms, projected imagery, architectural transformations, sound, and distributed show moments to bring the site's history to life.
- Explored guest movement, audience distribution, sightlines, and the relationship between individual attractions and the larger environment.
- Collaborated within a multidisciplinary academic team developing concept work for presentation to Hendricks Property Group.

Academic concept development and preliminary technical exploration; not an implemented attraction.

PROFESSIONAL EXPERIENCE

FACTSET RESEARCH SYSTEMS

Vice President / UX Director, Visual Design → UX Director, Design Systems

Norwalk, Connecticut | April 2017 – June 2026

- Established the vision, design principles, and adoption strategy for the FUSION Design System, creating a shared experience framework supporting hundreds of products across FactSet's ecosystem.
- Coordinated the work of a cross-functional team of approximately 20 design and engineering professionals, aligning visual language, interaction patterns, reusable components, and implementation practices.
- Directed a visual design team of up to 9 staff designers and 2 contractors, maintaining creative standards across a complex product portfolio.
- Developed the strategy and roadmap for evolving the design system into an AI-native solution.
- Helped shape the creative vision for conversational AI experiences, exploring more intuitive ways for people to interact with complex financial information.
- Partnered with product, engineering, and executive leadership to translate strategic objectives into cohesive experiences and scalable design practices.

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EDUCATION & PROFESSIONAL DEVELOPMENT

PURDUE UNIVERSITY

Themed Entertainment Design Certificate — In Progress

Online Professional Development Program | 2026

Purdue coursework and concept development focused on themed entertainment, narrative environments, guest experience, and the integration of storytelling and technology.

YALE UNIVERSITY — SCHOOL OF MANAGEMENT

Executive Education Program

New Haven, Connecticut | August 2016

THE UNIVERSITY OF THE ARTS

Bachelor of Fine Arts, Graphic Design

Philadelphia, Pennsylvania | May 1992

SUNY FARMINGDALE

Associate of Applied Science, Advertising Art & Design

Farmingdale, New York | May 1989

PROFESSIONAL EXPERIENCE — CONTINUED

A+E TELEVISION NETWORKS

Art Director, Mobile & Emerging Media → Art Director, Digital Media (aetv.com)

New York, New York / Stamford, Connecticut | January 2007 – March 2017

- Led creative direction for interactive entertainment experiences across web, mobile, and emerging media platforms.
- Translated the A+E brand and its programming into cohesive digital experiences, balancing storytelling, audience engagement, usability, and visual identity.
- Collaborated with product and technology partners to shape experience strategy, define new concepts, and guide projects from initial vision through launch.
- Established visual and interaction standards across mobile and connected-TV applications.
- Directed interface design, information architecture, and user experience improvements across digital properties.
- Mentored designers and developers while exploring new technologies and creative approaches to audience engagement.

EVOLUTION INTERACTIVE LLC

Freelance Art Director / Web Developer

Stamford, Connecticut | November 2001 – January 2007

- Designed and developed websites and interactive experiences using HTML, CSS, and Flash animation.
- Created motion graphics for on-air and consumer-product promotions, connecting visual storytelling across digital and broadcast media.

ASC TECHNOLOGIES

Art Director → Senior Designer

Stamford, Connecticut | September 2000 – October 2001

- Developed site architecture, graphic interfaces, and interactive web experiences.
- Contributed to usability testing, quality assurance, and digital production.

INTERNATIONAL MASTERS PUBLISHERS

New Media Manager → Art Director → Senior Designer → Graphic Designer

Stamford, Connecticut / New York, New York | February 1993 – November 1999

- Explored emerging digital media opportunities and strategies for translating established print content into interactive formats.
- Directed graphic design teams, commissioned illustration, and coordinated photography.
- Designed visual identities, packaging, promotional materials, and marketing communications.