Frank Gaete

✉ frank.gaete1@gmail.com
in linkedin.com/in/frankgaete/
🌐 https://frankgaete1.github.io/portfolio/

Education

B.A. Social Science
Adelphi University
Garden City, NY

Certificate
Internet Architecture
Hofstra University
Uniondale, NY

Certificate
Client Server Systems at
Dowling College, Oakdale

Military Experience

US Army Reserve.
Highest Rank: Sergeant
Honorable Discharge

Versatile UX/UI design leader with proven success driving the creative vision, research, and end-to-end delivery of human-centered customer experiences. Collaborates with product, engineering, and development teams to simplify complex workflows and align best practices with larger business goals, delivering intuitive, practical solutions to real-world problems.

Core Competencies

User-Centered Design Leadership | Cross-Functional Collaboration | Design System Optimization | Multi-Method UX Research
User Journey Mapping | Accessibility & Usability Standards| Agile Methodologies | Training & Mentorship

Tools & Technologies: Figma | Adobe XD | UXPin | Sketch | Jira| Confluence | Azure | HTML & CSS

Professional Experience

SENIOR UX DESIGNER – CREDIT CARD PLATFORMS | TD Bank   Aug 2021 – present, Remote

Optimized user journeys across the commercial banking company's digital payments ecosystem, refining processes alongside cross-functional stakeholders to elevate digital product development standards and contribute to a unified customer experience across responsive browser and native mobile platforms

- Lead responsive design and usability prototypes, align native mobile design, and contribute in testing for continuous user-friendly optimization of Payment Center product, prioritizing the development of simplified workflows and intuitive, self-serve features to ensure its rapid adoption across user segments.
- Initiated the design development of a new self-service Balance Transfer Calculator feature, clarifying design requirements and customer needs through competitor analysis, creative collaboration and usability testing.

SR. UX DESIGN & RESEARCH | NextEra (Florida Power & Light)   Jan 2020 – Jul 2021, Jupiter FL

Guided the end-to-end redesign of several internal nuclear power plant maintenance applications, spearheading multi-method research studies informing overarching design recommendations and enhancing the functionality of regional plants supplying energy to nearly 1.9 million homes.

- Collaborated on the design of a single sign-on platform improving security and user accessibility across a suite of internal tools, facilitating multiple workshops to understand existing pain points and prioritize tasks across teams.

SR. UX ARCHITECT | Clever Devices   Sep 2017 – Dec 2019, Woodbury NY

Established and refined design standards, processes and methodologies informing the design and delivery of scalable interfaces and experiences, partnering with cross-functional teams to ensure design consistency across desktop, responsive web, and mobile products to elevate the capabilities of major mass transit clients.

- Championed a consistent UX research strategy across complex projects, defining workflows, style guides, and asset libraries to influence the re-design of multiple product offerings.
- Updated the interface design of the New Orleans Regional Transit Authority's digital route displays, leading the assessment of the system's existing design framework to enhance all stages of creative planning and delivery.

UI/UX DIRECTOR | Valiant Solutions (Acquired by Trackforce)   Jul 2016 – Feb 2017, Edgewood NY

Drove the re-design of the human capital management company's UI/UX design and established a UX research framework, leveraging client insights to build a unified design vision aligned with industry standards enabling the brand's re-launch and eventual acquisition.

UX/UI DESIGN LEAD – INVESTOR COMMUNICATIONS | Broadridge Financial   Apr 2011 – Jul 2016, Edgewood NY

Standardized UI/UX design best practices used to guide the end-to-end development of manyok desktop and mobile financial applications, building and leading a team of 10 supporting consistent expectations for product development, browser integration, responsive web design, and user accessibility. Oversaw the design of a first-of-its-kind Investor Communication Portal, strengthening the firm's relationships with several large financial institution clients while saving hundreds of thousands of dollars in annual revenue.

Previous web design experience & references available upon request.