



# Hi, I'm Frank Luongo

*I create usable and exciting digital solutions for brands of any size.*

## Career Objectives

I'm a multi-disciplinary web designer and developer with over 5 years of professional experience. I make companies of any size stand out and reach their audience through clean, intelligent design and hand-crafted, innovative web experiences that look great regardless of browser or device.

## Professional Experience

### RevZilla (2013+)

#### Front End Developer (2018+)

- Maintain an e-commerce Platform with over 15k daily visitors and 5.4MM in annual sales.
- Ensure the delivery of high code quality through reviews, demos, pair programming and utilizing services like GitHub and CircleCI.
- Consistently deliver work on-time and under-budget in an Agile work environment.

#### User Experience Designer (2016 - 2018)

- Crafted the look and feel of the site with concise product requirements, user stories, and wireframes.
- Guided key business decisions with over 250 A/B tests gathering crucial performance data.
- Guaranteed the usability of a website redesign by putting responsive, interactive prototypes in the hands of users before launch.

#### Visual Designer (2013 - 2016)

- Generated over 1MM+ in revenue with on-site promotional graphics and email marketing.
- Optimized website usability with beard-scale difficulty illustrations, size chart graphics and clean UI.
- Led design team exploration and discovery by hosting monthly meetings and regularly sharing "Frank's Tips" featuring new processes, tools and tips with the department.

### Philadelphia Rock Gyms (2017+)

#### Freelance Web Developer

- Modernized the PRG Brand with their first complete website relaunch in 5+ years.
- Enhanced the user experience by reorganizing the information architecture and speeding up the website performance.
- Satisfied the client by maintaining clear expectations and keeping consistent communication.

### M. Night Shyamalan Foundation (2017+)

#### Freelance Web Developer

- Contributed to over 100k in donations for the organization by preparing the website for their annual Shyamaween event.
- Increased site performance 30% by conducting a website audit and facilitating a web domain and hosting transfer.

### Jewelry Appraisals, Inc. (2016+)

#### Freelance Web Designer & Developer

- Refreshed the JA Inc. brand with a clean, beautiful new logo, color palette, photography and redesigned digital experience.
- Streamlined the appraisal process with a completely custom and unique desktop application.

## Personal Information

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## About Me

I am passionate about making things better; better for the user, for the business and for the world. I love problem solving, researching and testing every solution until we find what's right. Whether it's through visual design, UX, development or a combination of disciplines, my ultimate goal is always to build something meaningful.

## Education

Drexel University, Philadelphia

BS in Graphic Design

2011 - 2015

## Skills

### Development

- HTML
- CSS, SCSS
- JavaScript, Electron, ES6, jQuery, React.js
- Bootstrap, Foundation
- Elixir, PHP, Ruby on Rails
- MySQL
- WordPress, Shopify

### User Experience

- Creating User Personas
- Writing Product Requirements
- Performing User Studies and Site Audits
- Designing Workflows and Wireframes
- Building Prototypes

### Visual Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sketch
- Framer