

Frank Sorbello

SENIOR UX/PRODUCT DESIGNER

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Profile

Creative and strategic UX/Product Designer with 15+ years of experience driving digital experiences across financial services, tech, and agency environments. Proven leader in designing user-focused applications and integrated campaigns that blend usability with measurable business outcomes. Adept at collaborating with product managers, engineers, and business stakeholders to deliver human-centered solutions at scale. Strong advocate for mentorship, agile workflows, and design systems.

Core Skills

- UX Strategy & Design Leadership
- Design Systems & Component Libraries
- Rapid Prototyping (Figma, HTML/CSS)
- User Research & Usability Testing
- Agile Product Development
- Mentorship & Team Building
- AI-Powered Workflow Exploration

Experience

The Vanguard Group – Sr. UX Product Designer

Malvern, PA | Sep 2019 – Present

- Led design of advisor-facing tools including a retirement planner and healthcare estimator.
- Partnered with product owners and UX strategists to ideate, prototype, and test new capabilities.
- Delivered high-fidelity designs and prototypes to cross-functional teams in an agile workflow.

Triad – Creative Director

Orlando, FL | Sep 2008 – Jun 2019

- Built and led a multidisciplinary creative team across web, copy, and dev.
- Directed digital and integrated campaigns for web, video, social, and email.
- Presented creative strategy and concepts to key stakeholders and external clients.

FAIRWINDS Credit Union – Web Design Manager

Orlando, FL | Apr 2008 – Sep 2008

- Managed a team delivering marketing websites and email campaigns.
- Created wireframes and prototypes to secure leadership buy-in.
- Developed and executed social/email strategies aligned with brand goals.

Wyndham Vacation Ownership – Sr. Web Designer

Orlando, FL | Oct 2007 – Apr 2008

- Redesigned lead-gen website, boosting traffic by 34% and lead conversions by 4%.
- Collaborated with brand and sales teams to produce targeted landing pages.
- Contributed to email creative and strategy for prospect engagement.

Education

Rowan University – English Literature Studies

Rowan College at Gloucester County – A.A.S, English Track