



 Phoenixville, PA

 derek.gianfresco@gmail.com

 917 509 - 9615

 www.derekgianfresco.com

## EDUCATION

### UX/UI Design Certificate

Google, 2021

### UX/UI Mobile Design Certificate

Pratt, NYC 2018

### Digital Design Certificate

Parsons, NYC 2010

### Culinary Arts Diploma

Institute of Culinary Education, NYC 2006

### MBA Finance + MS Accounting

Pace University, NYC 2001

### BS International Business

R.I.T., Rochester, 1994

# Derek Gianfresco

UX/UI DESIGNER

## ABOUT ME

I solve problems using human-centered approaches and create products that are usable, enjoyable and accessible, ultimately making people's lives better.

## WORK EXPERIENCE

### UX/UI DESIGNER

*Nucleus Healthcare / Radnor / 2021 - 2022*

Key designer for the Bullseye jobs website, candidate portal and ATS software.

- Worked with stakeholders, conducted research, interviewed users and defined user needs.
- Built responsive wireframes and mockups, UI patterns and the design system in Figma with an eye towards accessibility. Tested interactive prototypes and iterated on designs.
- Participated on an Agile team with Product Owners and Developers to ensure the UI specifications were built correctly.

### FREELANCE UX/UI DESIGNER & DIGITAL MARKETER

*Sol Digital / Phoenixville / 2018 - Present*

I work with businesses to help them create meaningful user experiences, brand identities and achieve marketing goals.

### EMAIL MARKETING SPECIALIST

*IT Briefcase / Montauk / 2015 - 2018*

Developed and executed lead generation e-mail marketing campaigns in the B2B IT space.

- Oversaw email project workflow: elements of campaign setup, calendars, production time lines, segmentation, build in ESP and html, pre-deployment testing, deployment and analysis.

### OWNER

*Moondoggie & Cookie Catering / Montauk / 2009 - 2015*

Designed, catered and managed culinary events for clients in the Hamptons.

## SOCIAL

**in** [linkedin.com/in/derekgianfresco](https://www.linkedin.com/in/derekgianfresco)

**Bē** [behance.net/derekgianfresco](https://www.behance.net/derekgianfresco)

## SKILLS

- Figma, XD
- Sketch, Invision
- Principle
- Jira
- Agile
- Zendesk
- Google Analytics
- Data Studio
- Illustrator
- Indesign
- Photoshop
- MS Office
- HTML / CSS
- Squarespace
- SEMRush
- Advanced Excel

## EXPERTISE

- UX/UI
- RESPONSIVE DESIGN
- BRANDING + IDENTITY
- DESIGN THINKING
- USER INTERVIEWS
- UX RESEARCH
- USER FLOWS
- SITE MAPS
- WIREFRAMING
- MOCKUPS
- PROTOTYPING
- USABILITY STUDIES
- DATA ANALYSIS
- EMAIL MARKETING
- SEO

## WORK EXPERIENCE (CONTINUED)

### PROJECT MANAGER - SARBANES OXLEY

*Bear Stearns / NYC / 2005 - 2009*

Managed the quarterly key control assessment, account certification and exception reporting processes. Worked with business owners, audit and business unit controllers on process improvements.

### CONSULTANT - FINANCIAL VALUATION GROUP

*American Appraisal / NYC / 2004 - 2005*

Performed financial valuations of closely held and publicly traded companies including fairness opinions and purchase price allocations.

### SENIOR ASSOCIATE - REORGANIZATION SERVICES GROUP

*Deloitte / NYC / 2002 - 2003*

Assisted clients facing turnaround, restructuring and bankruptcy.

- Conducted a preference analysis on one of the largest bankruptcies in US history.

### ASSOCIATE - TRANSACTION ADVISORY SERVICES

*Andersen / NYC / 2001 - 2002*

Helped private equity investors and strategic buyers analyze target company financial statements and their impact on deal structure.

### CONTRACT CONSULTANT

*Goldman Sachs & Co. / NYC / 1998 - 1999*

Supported Asset Management group with various ad hoc projects.

### SENIOR SALES PROMOTION ASSOCIATE III

*New York Life / NYC / 1997 - 1998*

Project managed the implementation of an annuity sales desk system and assisted management in the development of new fixed and variable annuities.

### SENIOR SALES LIAISON

*Morgan Stanley / NYC / 1994 - 1996*

Advised financial consultants on fixed and variable annuities, life insurance and investment strategy. Participated in annuity product development.

### PERFORMANCE ANALYST - CONSULTING SERVICES DIVISION

*Morgan Stanley / Rochester / 1993 - 1994*

Serviced institutional wrap-fee accounts utilizing technical analysis to provide performance reports.