

FRANKIE KASTENBAUM

EXPERIENCE DESIGNER

Experience Designer who is a driven and curious learner. I leverage my proficiency in Graphic Design, Software Development, and UX/UI Design. I attribute my success to my critical eye, hard working, supportive, and loyal nature, and look forward to connecting people to accessible and seamless designs and experiences.

CONTACT



New York, NY



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<http://frankiekastenbaum.com>



<https://www.linkedin.com/in/frankie-kastenbaum/>



<https://www.instagram.com/ux.by.rankie/?hl=en>

SKILLS

User Interviews
Usability Testing
Information Architecture
Ideation
Heuristic Evaluation
Competitive Research
Card Sorting
Personas
Design Studio
Wireframes
Sketching
Prototyping

TOOLS

Figma
Photoshop
Illustrator
InDesign
InVision
XD
Sketch
Word
Powerpoint
Ruby
CSS
HTML

DESIGN EXPERIENCE

UX/UI Design Consultant

New York, NY

Frontier

February 2022 - Present

- Build and maintain design system and libraries in conjunction with the wider Product Design Team to ensure product-wide visual consistency
- Work with Engineering to build out the live site to incorporate company's new branding

Adobe

May 2021 - December 2021

- Built out spec ready screens for internal launch of product
- Worked with Engineering and Product teams to align on handoff and other Design teams to align on consistent experiences

Minds + Assembly

December 2020 - April 2021

- Created wireframes for client redesign project that elevates, refreshes, and simplifies the website design and overall experience
- Worked with both the agency team and client to satisfy the needs of the user and business

Curastory

November 2019 & May 2020 - May 2021

- Collaborated with stakeholder to understand business model and the expected outcomes
- Created hi-fidelity prototype to understand user's happy flow, both for the curator and buyer's side of the platform

Administrative Services Only, Inc (ASO)

April 2020 - May 2020

- Redesigned the landing page for an offshoot of the main site, as well as the homepage of the main site
- Organized and used user research to better understand how users interact with a forms page, and how three different types of users can log in via one homepage

EDUCATION

Tulane University

New Orleans, LA

Bachelor of Arts, Digital Design

General Assembly, UXDI Program

New York, NY

Certificate of Completion

AWARDS & LEADERSHIP

2020 LinkedIn Top Voice in Design

- Recognized and highlighted in the top ten designers for 2020 as a stand out voice within the design community for my content
<https://www.linkedin.com/pulse/linkedin-top-voices-2020-design-laura-lorenzetti>

UX/UI Mentor & Advisory Board Member

New York, NY

ADPList

December 2020 - Present

- Conduct UX portfolio reviews for world wide designers trying to break into the field and provide helpful insights, advice, and resources

UX Tutor

New York, NY

CareerFoundry

June 2021 - Present

- Review student UX work and provide actionable, written feedback while coaching students in certain soft skills such as time management and taking feedback