



Hello, my name is **Frankelly Valdez**.  
I'm a **Product Designer** based in Philadelphia, PA.

## Summary

He's best known for his user-centric design approach, his excessively trimmed beard and his ability to write in the third person. He's been working in the design and development industry for over 10 years. He's worked with startups, financial institutions, small businesses, photographers, newspapers, magazines, promotional agencies, health tech, pharma, and more.

## Contact

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Philadelphia, PA

## Experience

### Senior UI/UX Designer

eMoney Advisor / Greater Philadelphia Area / 12/2018 - Present

- Led the user experience and interface design for the client site planning team
- Worked with UX Research and the scrum team to discover pain points, test and validate solutions
- Created new design patterns for our component library
- Ran the first-ever "google style" design sprint at emoney

### UI/UX Designer

eMoney Advisor / Greater Philadelphia Area / 08/2016 - 12/2018

- Resigned the client site home page
- Redesigned the spending section and shipped two top user-requested features
- Won 1st Place at the 2017 eMoney Summit Hackathon
- Started an initiative to facilitate end-user feedback

### UI/UX Designer

Lincoln Financial Group / Philadelphia, PA / 01/2014 - 07/2016

- Designed and tested the one-click contribution feature for retirement planning services
- Worked in a dual-track agile environment
- Paired with developers to ensure top user experience and visual quality

### UI/UX Designer / Front End Developer

ENERTIA, LLC (Formerly HFS) / Pennsauken, NJ / 03/2013 - 01/2014

- Created the company's brand, style guide and initial content library for its marketing materials
- Designed user interfaces for SaaS apps in multiple breakpoints
- Coded front-end code for developers using HTML & CSS

## Education

UX Certification

Nielsen Norman Group • 2018

Web Design & Multimedia Arts

Art Institute of Philadelphia • 2010

## Skills

UI/UX Design  
Visual Design  
Interaction Design  
Wire-framing  
Prototyping  
Mockups  
User Flows  
Branding & Identity  
Illustration

## Tools

Sketch  
Figma  
InVision  
Illustrator  
Photoshop

## Development

HTML5 / CSS3  
Wordpress  
Flutter / Dart

## Languages

English - Fluent  
Spanish - Native