

FRANK CADIC

Creative lead with 14+ years of experience in visual design, UX design, and product development for the world's most popular brands.

Design lead on internal and client engagements from concept through execution.

Experienced in managing and leading teams across all phases of a project.

CONTACT

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EDUCATION

School of Visual Arts (SVA)
Bachelor of Fine Arts in Graphic Design

Marriott International, New York, NY

MAY 2017 - PRESENT

SR. UX DESIGN MANAGER FOR GUEST EXPERIENCE DESIGN

Focus on the improvement and enhancement of digital products through design, research, and prototyping. Responsible for developing and maintaining design standards across multiple digital platforms.

- Develop creative and strategic solutions across multiple digital products.
- Oversee design standards for Marriott's digital department.
- Work closely with the development team to ensure adherence to the design intent.

NOTABLE WORK:

Brand Pull Through – A design system for Marriott's 30 brands, across all digital platforms.

Marriott Bonvoy Rebranding – The combination of 3 rewards programs into a singular program.

Starwood Hotels & Resorts, New York, NY

JAN 2015 - MAY 2017

SENIOR ART DIRECTOR, MOBILE & EMERGING PLATFORMS

Provide creative direction and management to mobile team from project ideation through implementation with a focus on delivering products that advance brand positioning and drive revenue.

- Develop creative and strategic solutions for iPhone, iPad, Android, and Apple Watch to effectively showcase 12 diverse brands including W Hotels and Starwood Preferred Guest.
- Manage mobile team with an emphasis on career and skill development.
- Create and track project roadmaps to guarantee all goals and deadlines are successfully met.
- Liaise with our development partner, Bottle Rocket, to ensure proper implementation of designs.
- Collaborate with UX and copy teams to create a cohesive product that aligns with brand positioning.

NOTABLE WORK:

SPG App – Redesign of the Starwood Preferred Guest loyalty program app for iOS and Android. Allows users to browse and book hotels, track account updates and hotels stays, and check-in and unlock their door.

W Hotels App – A music and lifestyle focused experience that enables users to create and browse curated playlists, and articles while discovering and booking hotel stays.

The Wonderfactory, New York, NY

JUN 2005 - JUL 2014

SENIOR ART DIRECTOR

Managed creative team through all stages of development while collaborating with clients and all departments to ensure continuity of design.

- Development of the creative and strategic approach for each project and assisted with scope and estimates.
- Managed clients expectations and developed solutions to reach their goals.
- A self-starter and multi-tasker who successfully manages time to budget and schedule
- A skilled presenter of creative for clients.

NOTABLE WORK:

The Viddiverse – A video-sharing platform with web-based editing tools just for kids.

Divergent iPad App for Lionsgate – An immersive marketing experience to coincide with the Divergent movie release.

SENIOR VISUAL DESIGNER

Responsible for ideation and visual design for mobile and web projects while managing a team of designers in developing compelling design solutions.

- Worked along side the art director and creative director in leading the design strategy and vision.
- Highly collaborative with the technology department in finding innovative solutions for challenging and innovative consumer experiences.
- Mentored a team of designers and junior designers.

NOTABLE WORK:

E*trade Mobile iPad app – An easy-to-use dashboard that brings personalized news, portfolio, and market updates.

Better Homes and Garden website / iPad app – A website redesign that reflects their editorial update, and development of an app that gave holiday inspiration based on time of year.

VISUAL DESIGNER

Designed websites, mobile apps and detailed prototypes to help define a clients future digital vision.

- Worked closely with creative leadership on a wide range of projects.
- Collaborated with UI, Creative, and PM teams in all stages of design.

NOTABLE WORK:

The Weather Channel website and iPad app – A redesigned website that added local customization and a personalized mobile weather experience.

Mobile apps for Time Magazine, Sports Illustrated, People Magazine, and Fortune Magazine. Helped create a demo for the future of magazines on a tablet when the iPad was just a rumor.

ASSOCIATE VISUAL DESIGNER

Assisted in the design production of client work. Worked on websites and branding projects for companies like Huffington Post and WebMD.