

Garofalo Studios, a professional service from Garofalo Enterprises, Inc., is a User Experience (UX) and Interactive Strategy consulting agency that works with organizations to create solutions which engage and delight the people who use them. We specialize in Enterprise UX, and Location Intelligence + UX.

Garofalo Enterprises, Inc. is an IRS verified S-Corp small business, privately-owned and operated.

#### What sets Garofalo Studios apart?

- Over 18 years of experience in the web industry.
- Strategic blend of Graphic Design, Computer Programming, Ethnographic Research, and Business Operations.
- Past large corporate managerial experience, as well as designing interfaces for consumers, government, and enterprise.
- Professional experience with industries: Agriculture, Federal, State, Local, Facilities, Public Works, Emergency / Disaster Management, Homeland / National Security, Law Enforcement, Wildland Fire Management, Public Health, Human Services, Public Transit, Railways, Ports and Maritime, Electric, Gas, Water, and Wastewater.

#### Core Capabilities

##### CONSULTING

- User Experience (UX) & Interactive Strategy
- Web & Information Architecture Strategy
- Design Leadership and Brainstorm Facilitation
- UX Storyboarding & UX Mapping
- User-Centered Design for Enterprise & Organizations
- UX & Agile/Scrum Methodology
- Service Design
- Card Sorting / Affinity Diagramming
- UX Coaching & Mentorship

##### CREATIVE

- Product Ideation/Strategy
- Interactive Strategy
- Information Architecture
- Interaction Design & Low-fidelity Wireframing
- User Interface / Visual Design
- Rapid Prototyping
- Logo design, branding, & Web Design

##### RESEARCH

- Observational, Usability Research Studies
- Field Research
- User Interviews
- Contextual Inquiries
- Persona / Target-Audience Identification

#### What is User Experience (UX)?

User Experience (UX) is a person's perceptions and responses that result from the use or anticipated use of a product, system or service.

Source: ISO 9241-210

#### General Information

Registered Company Name: **Garofalo Enterprises, Inc.**  
DBA: **Garofalo Studios**  
Year Incorporated: **July 26, 2016**  
State of Incorporation: **California**  
Corporation Type: **Subchapter S**  
D-U-N-S Number: **08-036-8167**  
CAGE Code: **7PV59**

#### Contact Information

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#### North American Industry Classification System (NAICS)

- 541511 - Custom Computer Programming Services
- 541430 - Graphic Design Services
- 541512 - Computer Systems Design Services
- 541519 - Other Computer Related Services
- 541611 - Administrative Management and General Management Consulting Services
- 541618 - Other Management Consulting Services

#### Partnerships & Memberships



#### Major Clients

- Environmental Systems Research Institute, Inc. (Esri) [technology, mapping, geographic information systems]
- Remington Seeds, LLC [agriculture, seed production]
- RAMP Enterprises, LLC [quality assurance services]