

Brandon Frye

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EXPERIENCE

brandonfrye.io, *Front-End Developer*

AUGUST 2011 - PRESENT

- Website design and architecture, UX design, digital content development, multiple CMS updates and management for 15+ cross-vertical organizations
- Focused on UX/UI improvements with technology startups to improve and add features to existing products; expertise in WordPress and other CMS tools

NC Technology Student Association, *UX Developer*

OCTOBER 2014 - PRESENT

- Increased user engagement by 61% for a STEM-advocacy non-profit organization
- Performed complete overhaul of legacy site from static html to WordPress; strategized a modern social and web presence to build community influence
- Ongoing management of website architecture and digital content design, resulting in increasingly effective student outreach YoY

UNC School of Media and Journalism, *Adjunct Professor*

AUGUST 2018 - PRESENT

- Responsible for introducing the foundations of Interactive Media including user experience, digital design, front-end web development, and digital storytelling.
- Leads classroom lectures and activities that explore UX/UI, modern front-end development, and interactive storytelling through hands-on activities and projects

CRISP Agency (a Three Ships company), *Front-End Developer & Designer*

MARCH 2016 - JANUARY 2018

- Designed and built 10+ client websites, incorporating best vertical-specific UX practices to increase user engagement; responsible for all elements of site builds, from IA and wireframes to technical SEO implementation to ongoing updates
- Maintained 20 client websites in both out-of-the-box and custom CMSs, integrated with multiple third-party applications including Hubspot, Instapage, Salesforce
- Researched modern user experience needs; piloted resulting inclusion of UI animations with SVG and GSAP for sites, landing pages and creative campaigns

Three Ships Agency, *Front-End Developer & Designer*

JUNE 2015 - MARCH 2016

- Led a growing development team in a startup agency, elevating team capabilities from simple landing pages to full site builds (CMS and static) in one year
- Developed Git versioning best practices and standardized development processes to maximize resource use, allowing increased bandwidth and client acquisition

EDUCATION

Elon University, *M.A. Interactive Media*

2014-2015

Learned to think strategically across media platforms, plan and create interactive media content, and manage information.

North Carolina State University, *B.S. Technology Education*

2005 -2010

NC teaching licensure with a specialization in Graphic Communication.

SKILLS

ReactJS

Custom WordPress theming

GSAP/UI animation

Wireframing/Prototyping

GulpJS

Version control

Fluid Design

Digital Design

IoT development

VueJS

LANGUAGES

JavaScript/jQuery

ES6

PHP5+

HTML5 & CSS3

PostCSS/SASS

AWARDS

Phi Kappa Phi Honor Society
2015

Eagle Scout
2003