

Brandon Frye

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EXPERIENCE

Centerline Digital, UX Developer

MAY 2019 - JUNE 2021

- Leads the creation of end-to-end digital experiences, such as enterprise websites and interactive content.
- Creating the documentation and insights reports to clearly communicate findings and recommendations, such as user flows, wireframes, clickable prototypes.
- Code development of web and interactive pages utilizing modern approaches with technologies such as React, WordPress, GraphQL, WebGL, and SVG animation.

brandonfrye.io, Digital Designer & UX Developer

AUGUST 2011 - PRESENT

- Website design and architecture, UX design, digital content development, multiple CMS updates and management for 15+ cross-vertical organizations
- Focus 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 (Contractor)

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; created strategy for 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

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

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 in digital formats.

North Carolina State University, B.S. Technology Education

2005 -2010

NC teaching licensure with a specialization in Graphic Communication.

SKILLS

ReactJS/Next.js

Custom WordPress theming

GSAP/UI animation

Wireframing/Prototyping

Node.js/NPM/Yarn

Version control

Headless integration

Digital Design

Adobe CC Suite

Figma/Sketch

LANGUAGES

Javascript/ECMAScript

PHP5+

HTML5 & CSS3

PostCSS/SASS

SQL

GraphQL

AWARDS

Phi Kappa Phi Honor Society
2015

Eagle Scout
2003

CERTIFICATIONS

IBM Carbon Design System
Developer Essentials - React
2020

