## Braden Frazer
UX Engineer, Design Technologist

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## ABOUT

UX Engineer with 5+ years of experience and a blended skillset between creative and technical. Passionate about fusing the gap between design and code by building design systems and component libraries. Experienced with e-commerce, marketing, templated CMS sites, and SaaS.

## EXPERIENCE

### Dropps
UX Engineer • April 2022 - August 2023

- Systematized the design pattern library in code using Tailwind CSS and configured design tools.
- Ensured consistency between Figma and React components using Storybook.
- Backed design and 50+ A/B test initiatives with formal UX studies from Baymard and Nielsen Norman Group.
- Converted low-fidelity designs into production code for new website features as the lead frontend engineer.
- Facilitated collaboration of engineering and design.
- Implemented WCAG (accessibility) best practices including ARIA roles and color contrast.
- Led the migration from Material UI to Radix headless components to improve theming, accessibility, and enable server-side rendering.
- Pioneered efforts to move website code from Shopify's liquid engine over to React for greater interactivity.
- Rebuilt customer-facing subscription portal from the ground up, with a brand new single-page UI for all functionality, in less than 3 months.

### Proton.ai
Frontend Engineer • May 2021 - March 2022

- Collaborated with designers to conduct user research and build features to fit client needs.
- Developed new features and maintained existing functionality in Vue/Nuxt on an AI-powered SaaS sales platform for distributors.
- Refined best practices and code standards as Proton's second frontend engineer.

### Gannett | USA TODAY NETWORK
Web Developer • March 2018 – May 2021

- Built and maintained 1,000+ templated WordPress sites.

## EDUCATION

### Texas A&M University
Bachelor of Science in Computer Science • 2012 – 2017

Minored in Art and Mathematics. Graduated Cum Laude.

## PROJECTS

### Wonder Design System
Design System • Figma

A colorful, comic-like design system, inspired by Nintendo's hit 2023 video game 'Super Mario Wonder', and tailored to my own personal portfolio and brand.

### Dropps UX Brief
UX Documentation • React, Tailwind CSS, Figma

A brief that highlights UX work I performed during my time at Dropps. It covers design system work, some components built, A/B tests ran, and other UI improvements.

### Nintendle
Word Guessing Game • React, Tailwind CSS, Zustand

Nintendle is a Wordle clone with an emphasis on Nintendo-themed solutions. The dictionary of solutions was curated by hand and includes a variety of Nintendo characters, themes, locations, and concepts.

### Weathrr
Weather App • React, Tailwind CSS, OpenWeatherMap API

Weather conditions app built in React. The current temperature, humidity, pressure, wind speed, and conditions are pulled from OpenWeatherMap's API.

## SKILLS

### UI/UX

Figma | Design Systems | A/B Testing | Storybook | Component Libraries | WCAG / Accessibility

### Languages & Tech

HTML | CSS | SCSS | Tailwind CSS | JavaScript | TypeScript | React | REST APIs | Git

### Other

Photoshop | Illustrator | Photography | Video Editing