



# Braden Frazer

Frontend UX Engineer, Design Technologist

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## ABOUT

Frontend UX engineer with 6+ 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 across e-commerce, marketing, templated CMS sites, and SaaS.

## EXPERIENCE

### Thesis

UX Engineer • April 2024 - Present

- Orchestrated the website redesign, implementing a refreshed design system and style guide sitewide.
- Generated \$1M+ in revenue through building 4-5 conversion rate optimization (CRO) A/B tests monthly.

### Baylor Scott & White Health (Contract)

Front End Developer (Brand) • January 2024 - April 2024

- Ensured adherence to brand standards and the internal design system across BSWH public-facing websites.
- Analyzed and improved UI/UX across public websites after the migration from Sharepoint to Sitecore.

### Droppps

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.
- Implemented WCAG (accessibility) best practices including ARIA roles and color contrast.
- Pioneered efforts to move website code from Shopify's liquid engine over to React for greater interactivity.

### Proton.ai

Frontend Engineer • May 2021 - March 2022

- Collaborated with designers to conduct user research and build features to fit client needs on an AI-powered SaaS sales platform for distributors.

### 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.

### Droppps 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