



Candra S. Fried

www.candracodes.com



BIOGRAPHY

UX/UI Specialist with career experience spanning over 15 years. Routine tasks include prototyping web interfaces with information architecture, writing HTML, CSS and JavaScript to create user-friendly designs and easy-to-read code. Provides graphic design aid (i.e. wireframes for conceptual design, brochures, training guides, logos, icon creation and more). Serving as a liaison between IT and marketing, being held accountable for design and development decisions and mentoring junior designers and developers. Constantly learning new web languages and staying abreast of new design and development trends. *"I make things functional and pretty."*



CONTACT

214-417-0503

candracodes@gmail.com

Desoto, TX



EDUCATION

Penn State, Great Valley
Computer Information Science
MIS, June 2014

LaSalle University
Applications Development
Certificate, May 2011

Moore College of Art & Design
Illustration & Graphic Design
BFA, May 2006



SOCIAL



www.linkedin.com/in/candracook



EXPERIENCE

ReturnLogic (Remote)

UX/UI Engineer

December 2019 — Current

Currently serving as UX/UI lead for the SAAS returns management startup. Routine responsibilities include designing and developing for both web and mobile use, wireframe creation using Axure, front-end development using HTML, CSS, Javascript, AngularJS (for our legacy system — Angular 8 for our newer application) and establishing customer trust through focus group discussions. I lead a small team composed of junior designers, developers and interns. Since the company is still in its infancy, I wear many hats and responsibilities rotate from design and development work, to mentorship, research as well as administrative duties. I take ownership of all current design decisions and talk regularly to stakeholders to defend those decisions. I'm passionate about the work I've done to assist in our application's user interface and human-centered experience, and I work diligently to deliver results.

View sample, modified UX Strategy (confidential info removed):
[www.http://candracodes.com/uxui/ux_strategy_template_2020.pdf](http://candracodes.com/uxui/ux_strategy_template_2020.pdf)

Comcast (West Chester, PA)

Cybersecurity Automation Engineer/Senior Designer

June 2017 — December 2019

This position began as a contract position (via Xavient) for Senior Web Designer. I was later promoted to full time staff as the Cybersecurity Automation Engineer. In this role, I acted as lead design/developer for the Security Development & Analytics Team. My focus was centered on supporting all automation and development efforts within the Cyber-security organization. I applied and integrated emerging technology trends to new and existing systems. I was responsible for writing high quality source code to complete applications within deadlines. My project involvement included: idea/concept phase with stakeholders, wireframing/prototyping, UI architecture management, development using HTML/CSS/Angular (Javascript/Typescript), RESTful API calls and integration, testing, debugging and hosting applications (Github and Cloud Foundry), innovation and mentorship. Additional responsibilities often included designing logos across divisions, marketing materials, creation of on-boarding training guides for all new engineers and all creative materials. I also had the honor of being a 2019 mentee in Comcast's **CLEAR** (Comcast Leadership Engineering Achievements & Relationships) Mentorship program.

GeoDecisions (Philadelphia, PA)

UIX Designer & Developer

August 2016 — May 2017

UIX Designer and Developer working from both the Philadelphia and Harrisburg offices. I served as a supportive role for enterprise solutions development, leveraging responsive design techniques in both Agile and Waterfall environments. A player on the software development team working on client requirements. Design lead for creating user interfaces for web applications while conducting usability (A/B) testing. Development of design using JavaScript and mocking frameworks (i.e. Balsamiq, Axure, Visual Studio and the Adobe Creative Suite). Geospatial UIX Consultant for Pennsylvania Department of Transportation (PENNDOT) as a representative of GeoDecisions and Gannett Fleming.

CandraCodes.com (Remote | Freelance)

CEO/Founder

2002 — On-going

In addition to working fulltime for my current employer, I take on freelance/commissioned projects (as time permits). Projects range from art, design, development, branding/identity, and project planning (so long as they are not a conflict with my employer). Clientele includes both individuals as well as corporate companies. Recent notable freelance clientele includes: Singer/Songwriter Jill Scott, The Blues Babe Foundation, Customized Energy Solutions, Blu'Phier Publications, Grammy award-winning band Snarky Puppy, The Flaming Skillet Catering, Townview Realtors, Singer/Songwriter Brayla and many more. I also create handmade, original arts & crafts which are available in my Etsy store: www.etsy.com/shop/FriedCookieCreations.



EXPERIENCE (CONTINUED)

● Affiliated Distributors (Wayne, PA)

Web Content Developer

September 2014 — August 2016

Routine responsibilities for this role included creating, developing, and maintaining the company's web presence through HTML, CSS, JavaScript and the use of Content Management Systems (CMS) such as Drupal and Vignette. I tracked and reported all site metrics with B.I. tools such as Google Analytics. I monitored and adjusted content in support of SEO targets. I was solely responsible for incoming web requests and performing quality assurance testing for several projects. I provided creative direction and consultation for all current and future online efforts in support of ecommerce customer needs, as well as IT support for development of new divisions, mergers and acquisitions. I provided user experience knowledge, supplying storyboarding, site-mapping, wireframing, and prototyping for both internal and customer-facing projects.

● Progressive Business Publication (Malvern, PA)

Web Designer & Developer

December 2011 — September 2014

I provided creative direction for designers in all sub-divisions. I worked primarily with WordPress theme creation, updates and relevant PHP coding. I was involved in the full life cycle of web projects, serving as a bridge between the Marketing and IT Department. I executed marketing needs from concept development to creative deliverables. Creative deliverables included (but were not limited to): graphic and web design, web banners, advertisements, infographics, PowerPoint presentations, flash projects, widgets & logo creation, software development, landing pages, email blasts, plugins, storyboarding and researching.

● L.F. Driscoll Co. (Bala Cynwyd, PA)

Senior Graphic & Web Designer

October 2006 — December 2011

This position began as Graphic Designer and ended as Senior Graphic & Web Designer. Routine responsibilities included frontend web development, some backend work via PHP, working alongside architects and project managers to coordinate logistics plans, building information modeling (BIM), marketing materials (i.e. proposals, RFPs, RFQs, brochures, branding, graphs, charts, tradeshow materials, advertising, banner creation and more).

● W.B. Saul High School (Philadelphia, PA)

Multimedia Instructor (Part-Time)

September 2008 — June 2010

Part-time instructor for the "Scholarship in Training" after-school program. I taught grades 9 - 12 multiple facets of traditional art, graphic and web design.



AFFILIATIONS & MEMBERSHIPS

Comcast CLEAR Mentorship Program, 2019

Tech Women Philly, 2018 - 2019

Women in Cable Telecommunications (WICT), 2018 - 2019

Women Who Code (DFW/Philadelphia), Present

Comcast BENGINEERS (Black Engineers), 2018 - 2019

Rainmaker Award for Innovation, Affiliated Distributors, 2014



ADDITIONAL SKILLS

UX

HTML/HTML5
CSS/CSS3
LESS
SASS
BOOTSTRAP
BULMA
FONT AWESOME
MATERIAL.IO
SEMANTIC UI
JADE/PUG
WORDPRESS
BALSAMIQ
AXURE
VISIO
DRAW.IO
INVISION
JUST IN MIND
FIGMA
ADOBE XD
ADA COMPLIANCE

UI

JAVASCRIPT
TYPESCRIPT
JQUERY
NPM/ BOWER
GRUNT/GULP
PHP/MYSQL
ANGULARJS/ ANGULAR
AMCHARTS.JS
CHARTS.JS
MORRIS.JS
EXPRESS.JS
D3.JS
JSON/ AJAX
DATATABLES
VISUAL STUDIO
VISUAL BASIC
GIT/GITHUB
CLOUD FOUNDRY
RESTFUL API
INSOMNIA (REST CLIENT)

DESIGN/MARKETING

ADOBE CREATIVE SUITE
PHOTOSHOP
ILLUSTRATOR
INDESIGN
ACROBAT
CAPTIVATE
MICROSOFT OFFICE
WORD
EXCEL
POWERPOINT
OUTLOOK
GOOGLE ANALYTICS
REPORTING
ADVERTISING
QUARKXPRESS
INFOGRAPHICS
CASE STUDIES
NEWSLETTERS
PROCURE

PROJECT MANAGEMENT

AGILE
KANBAN
JIRA
ATLASSIAN
CONFLUENCE
SHAREPOINT DEVELOPMENT
CREATIVE DIRECTION
WIKI PAGE CREATION
USER STORY CREATION
WORKFLOW DIAGRAMS
ARCHITECTURE DIAGRAMS
TECHNICAL WRITING
SEO